

# CAPE COD TOURIST STUDY

Bureau of  
Transportation  
Planning &  
Development

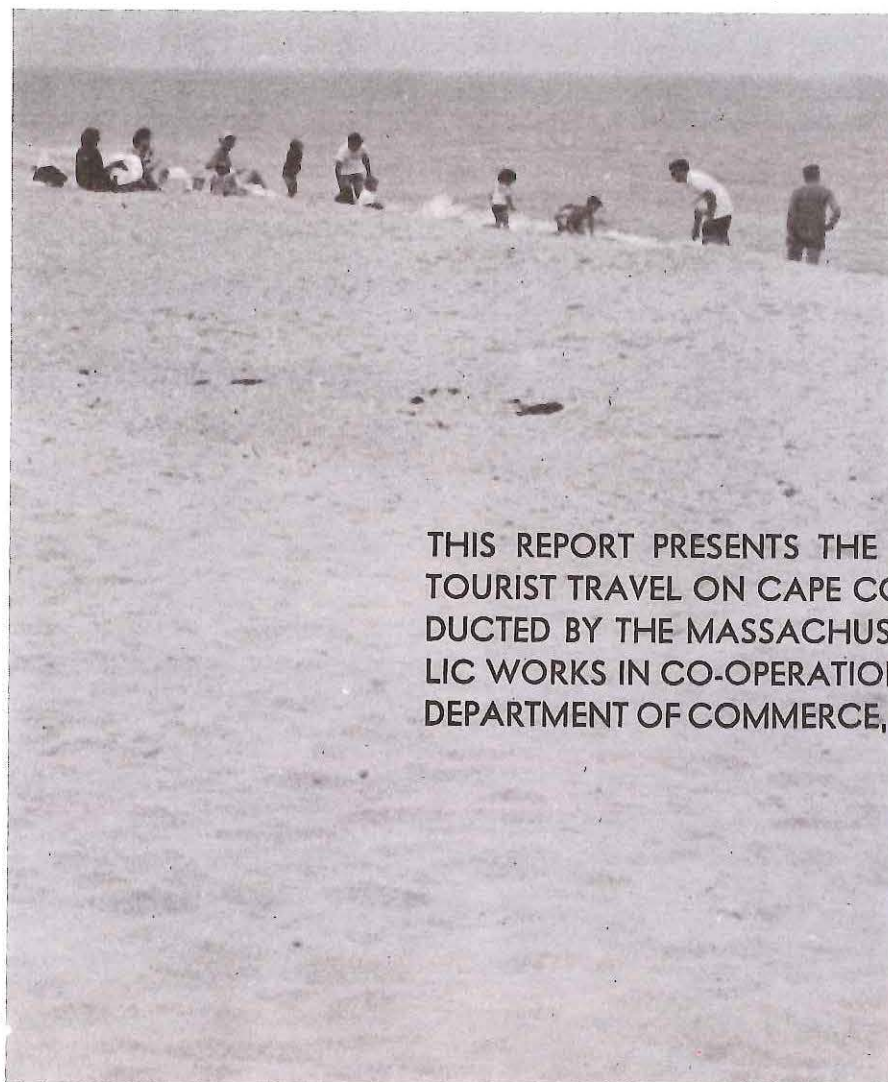
Prepared in cooperation  
with United States  
Department of Commerce  
Bureau of Public Roads

COMMONWEALTH OF MASSACHUSETTS

DEPARTMENT OF PUBLIC WORKS







THIS REPORT PRESENTS THE RESULTS OF A STUDY OF  
TOURIST TRAVEL ON CAPE COD. THE STUDY WAS CON-  
DUCTED BY THE MASSACHUSETTS DEPARTMENT OF PUB-  
LIC WORKS IN CO-OPERATION WITH THE UNITED STATES  
DEPARTMENT OF COMMERCE, BUREAU OF PUBLIC ROADS.



*The Commonwealth of Massachusetts*

*Department of Public Works*

*Office of the Commissioner*

*100 Nashua Street, Boston 02114*

April 14, 1965

His Excellency John A. Volpe  
Executive Department  
State House, Boston

Dear Governor Volpe:

The Department of Public Works is proud to present herewith the full report of the study conducted on Cape Cod to determine the economic impact of tourism on a given region.

The statistics show that \$85,000,000 was spent in 1963 on Cape Cod by tourists traveling by automobile, who came for a day, or spent no more than two weeks on the Cape.


The sharply rising tide of tourist flow indicates that this figure will hit \$100,000,000 annually very soon. The continuing boom in motels and other facilities to house, feed, and entertain the overnight tourist attests to the healthy economy of Cape Cod.

Without question the network of modern highways, both on and off the Cape, is a primary contributing factor to the annual increase of traffic to the Cape. When additional freeways, now under construction or on the planning boards, are completed, there can be no doubt but that the present figure, both as to numbers of tourists and the amount of money spent annually by them, will be tremendously increased.

What this report indicates for Cape Cod can also be applied to all Massachusetts. Tourism is big business. The motor car is the most important single vehicle to transport tourists, and good roads help to draw the tourists from all corners of the nation.

This is our aim, as it is yours: to provide the finest highway facilities possible, not only for the benefit of Massachusetts residents in their daily pleasure or commercial travel, but to lure the out-of-stater to spend his vacation in the Bay State.

Sincerely,

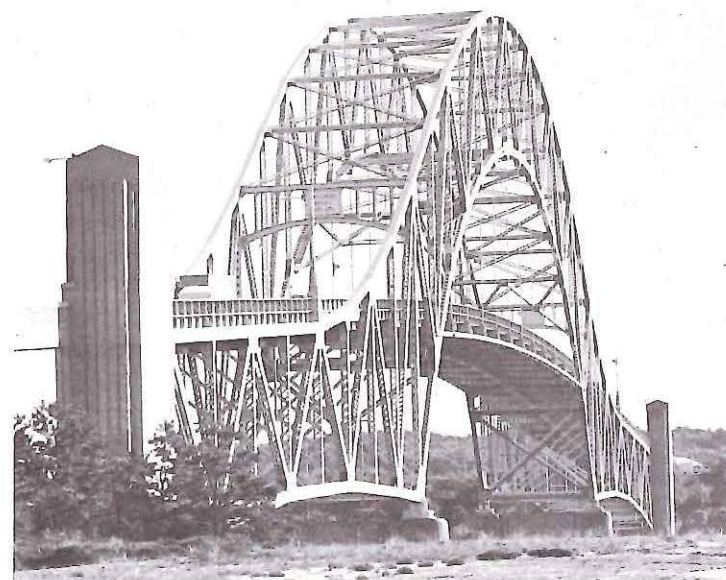
  
FRANCIS W. SARGENT  
Commissioner

## INTRODUCTION

DURING THE MONTH OF AUGUST 1963, THE DEPARTMENT OF PUBLIC WORKS CONDUCTED A ROADSIDE SURVEY ON THE APPROACHES TO CAPE COD TO DETERMINE THE IMPACT OF MOTOR TRAVEL ON THE CAPE.

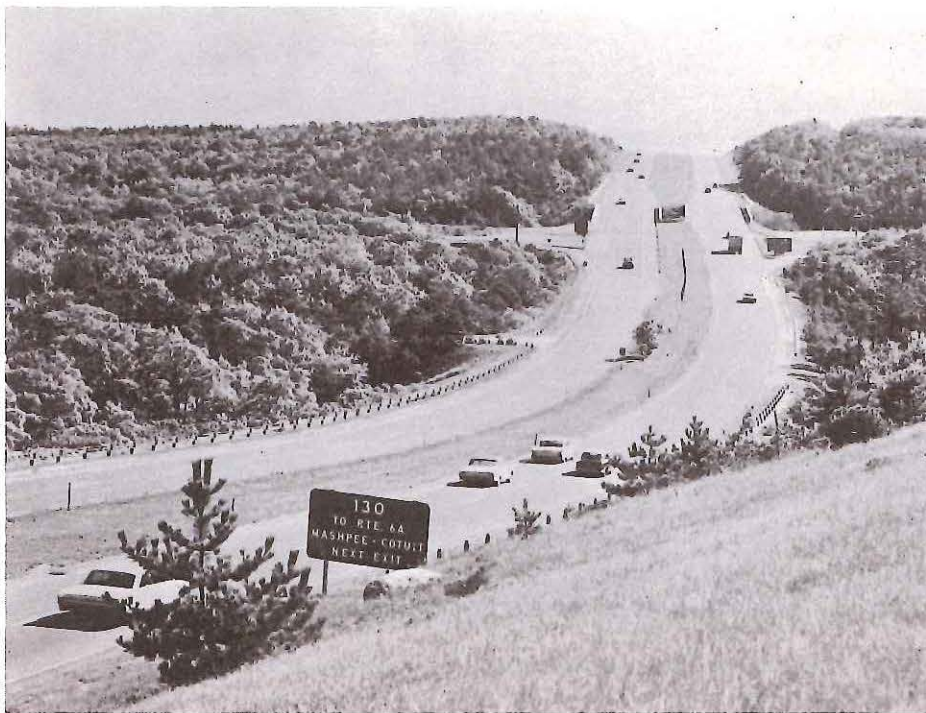
THIS SURVEY WAS SCHEDULED FOR THE PEAK PERIOD OF TOURIST TRAVEL TO PROVIDE THE BROADEST POSSIBLE SAMPLE OF TOURIST PRACTICES AND INTERESTS.

IT IS A NATURAL FUNCTION OF THE DEPARTMENT TO UNDERTAKE SUCH A STUDY. A HIGH-





WAY CONTRIBUTES IN MANY WAYS TO THE ECONOMIC AND CULTURAL DEVELOPMENT OF THE COMMUNITIES WHICH IT DIRECTLY OR INDIRECTLY SERVES AND CONSEQUENTLY, IMPROVEMENTS OR ENLARGEMENTS OF A SYSTEM CAN HAVE EXTENSIVE INFLUENCE ON THE COURSE OF REGIONAL CHANGE.



MANY MODES OF TRANSPORTATION CONTRIBUTE TO THE TOURIST INDUSTRY: RAIL TRAVEL, BUS, AIR TRAVEL AND INCREASINGLY IN THE LAST FEW YEARS THE USE OF PRIVATE BOATS ON OCEAN OR INLAND WATERWAYS AS A MEANS OF PLEASURE TRAVEL. THIS STUDY WAS DESIGNED TO MEASURE AND EVALUATE THAT PART OF THE TOURIST INDUSTRY WHICH RESULTS DIRECTLY FROM THE USE OF MODERN HIGHWAYS AS TRAVEL WAYS.

THE AUTOMOBILE, HOWEVER, HAS BECOME THE PRINCIPAL MODE

OF RECREATIONAL TRAVEL. THE ADVANTAGES OF AUTO TRAVEL TO THE VACATIONER ARE MANY: AUTOMOBILES PERMIT FLEXIBLE SCHEDULING, ALLOWING THE USER TO CHANGE PLANS WITH A MINIMUM OF COMPLICATIONS; THE AUTOMOBILE IS THE MOST COMPREHENSIVE MODE OF TRANSPORTATION, CONVEYING PASSENGERS FROM DOOR TO DOOR WITHOUT THE INTERVENTION OF SECONDARY MODES OF TRAVEL; AND LASTLY, AUTOS PERMIT CONSIDERABLE EXPANSION OF GROUP SIZE WITHOUT

ADDITIONAL COST. OF THE MANY EFFECTS OF THIS TYPE OF TRAFFIC ON COMMUNITIES, THE MAIN ONE IS THE DECENTRALIZATION OF LAND USE IT PRODUCES. RECREATIONAL FACILITIES, EATING PLACES AND OVERNIGHT ACCOMMODATIONS TEND TO BE SPREAD OVER LARGER REGIONS THAN PREVIOUSLY. AT ITS BEST, THIS DIFFU-





SION OF LAND USE HAS MADE AVAILABLE THE MANY HUNDREDS OF MILES OF FINE BEACHES TO A MUCH LARGER GROUP OF VACATIONERS THAN WOULD HAVE BEEN ABLE TO ENJOY THEM WITH MORE RESTRICTED TRAVEL MODES. IN ADDITION TO ITS VALUE IN THE DEPARTMENT OF PUBLIC WORKS' PLANNING ACTIVITIES, MUCH OF THE FOLLOWING INFORMATION WILL BE OF INTEREST TO THE CAPE COD COMMUNITY AS AN AID IN PLANNING FOR THIS INDUSTRY AND TO THOSE WHOSE INTERESTS ARE DIRECTLY CONNECTED TO THE WANTS AND DESIRES OF THE MOTORING PUBLIC.

IN THE LAST DECADE AS FREE TIME AND THE RESOURCES TO UTILIZE THIS FREE TIME HAVE INCREASED, THE HIGHWAY SYSTEM HAS BEEN USED MORE AND MORE FOR RECREATIONAL TRAVEL.

TO MEASURE THE MAGNITUDE AND SEASONAL VARIATION OF TRAFFIC, THE DEPARTMENT MAINTAINS BOTH CONTINUOUS AND PORTABLE TRAFFIC COUNTING STATIONS AT VARIOUS LOCATIONS THROUGHOUT THE STATE. ONE SUCH AUTOMATIC TRAFFIC COUNTING STATION HAS BEEN LOCATED ON ROUTE 6 IN BARNSTABLE SINCE 1954.



THIS TREADLE OPERATED RECORDER IS A PERMANENT INSTALLATION RECORDING TRAFFIC 24 HOURS A DAY, 7 DAYS A WEEK THROUGHOUT THE YEAR.

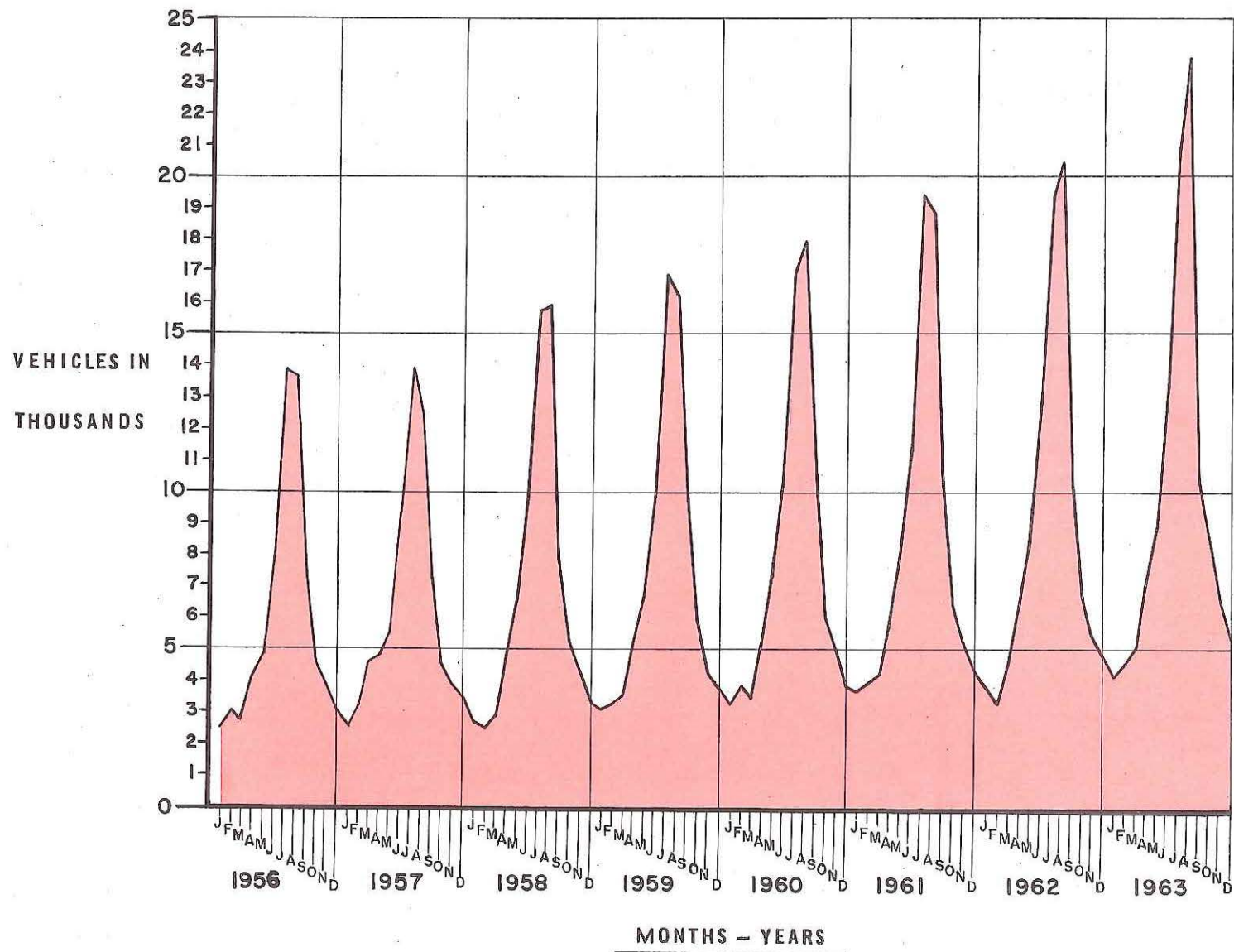


THE GRAPH ON THE OPPOSITE PAGE SHOWS TRAFFIC VOLUMES OBTAINED FROM THE BARNSTABLE RECORDER.

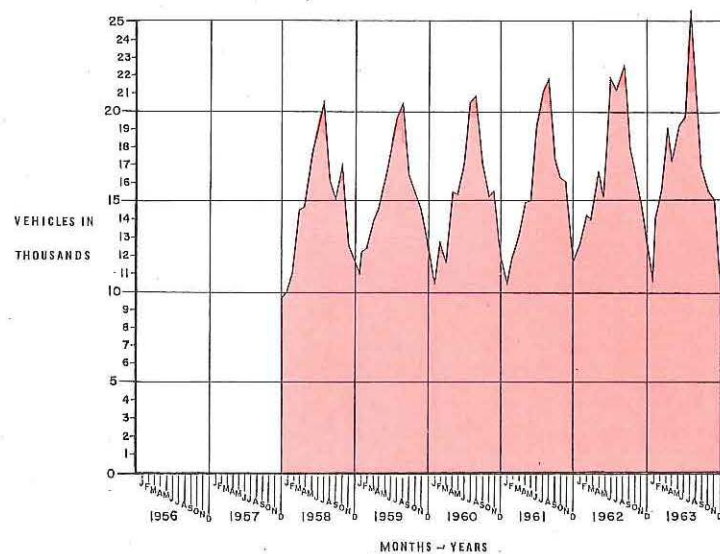
THE CHANGE IN TRAFFIC ON CAPE COD OVER AN EIGHT-YEAR PERIOD IS IMPRESSIVE.

THE STEADY RISE IN THE AVERAGE DAILY COUNT FOR JULY AND AUGUST COUPLED WITH THE EXTREME FLUCTUATION FROM MID-WINTER MONTHS IS A CLEAR INDICATION OF THE STEADY RISE OF TOURIST TRAVEL.

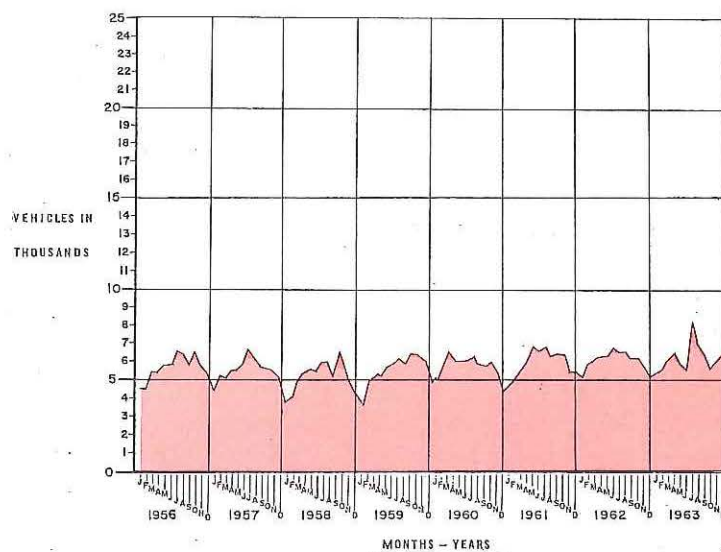
IN CONTRAST TO THE TRAFFIC PATTERN IN BARNSTABLE, TWO OTHER STATIONS ARE SHOWN ON PAGE 10 TO ILLUSTRATE THE UNIQUENESS OF THE CAPE COD PATTERN.







THIS STATION CARRIES LARGE VOLUMES OF INTERSTATE TRAFFIC WITH A HEAVY SHARE OF COMMERCIAL TRAFFIC. THE MAJOR PART OF THIS TRAFFIC IS OUT-OF-STATE TOURIST. THE SEASONAL VARIATION IS MODEST COMPARED TO BARNSTABLE; THE INCREASE OVER A SIX-YEAR PERIOD IS LESS INTENSE. THE INCREASE IN EARLY SPRING TRAFFIC IS WORTH NOTING. THIS MAY INDICATE A BROADER TOURIST SEASON IN CERTAIN REGIONS. SUCH A TREND IS ABSENT IN THE CAPE COD PATTERN WITH SOME INDICATION OF A SLIGHT DECLINE IN SEPTEMBER VOLUMES.



THIS PATTERN OF TRAFFIC IS TYPICAL OF COMMUTER TRAVEL. THE ROUTE CONNECTS TWO CENTRAL MASSACHUSETTS MANUFACTURING CITIES. THE SEASONAL VARIATION IS SLIGHT. THE OVER-ALL CHANGE IN EIGHT YEARS IS NEGLIGIBLE.

## **PLANNING AND CONDUCTING THE SURVEY**

THE INFORMATION FOR THE CAPE COD TOURIST STUDY WAS OBTAINED THROUGH ROADSIDE INTERVIEWS. TOURISTS WERE INTERVIEWED AS THEY WERE LEAVING THE CAPE AT THREE STATIONS, ONE STATION ON EACH OF THE THREE MAJOR TRAFFIC ARTERIES ON CAPE COD. AS A REGION FOR TRAFFIC ANALYSIS, CAPE COD PRESENTS FEWER PROBLEMS THAN MOST OTHER REGIONS. ITS INSULAR CHARACTER ENABLED THE STUDY TO BE MADE AT AN UNUSUALLY SMALL NUMBER OF STATIONS. THE ENTRANCES AND EXITS TO THE CAPE ARE LIMITED TO THE TWO BRIDGES CARRYING TRAFFIC OVER THE CAPE COD CANAL AND THE FERRY AT WOODS HOLE FROM NANTUCKET AND MARTHA'S VINEYARD.



	COLUMN	CODE
1. Station	1	
2. Date	2-3	
3. Hour	4-5	
4. Vehicle - Sedan ( ) Station Wagon ( ) Trailer - Camper ( ) U-Haul ( ) Boat ( )	6	
5. State of Registration Mass. ( ) R. I. ( ) Conn. ( ) N.Y. ( ) Other _____ Specify _____	7-8	
6. Car Occupancy Adults _____ Male _____ Female _____ Children under 16 _____ Male _____ Female _____	9-14	
7. Where is your permanent residence? _____ Town _____ State _____	15-20	
<u>If on the Cape</u> <u>If not on the Cape</u>		
(A) Do you have a summer residence on Cape Cod Yes ( )      No ( )	21	
Where _____ Town _____	22-23	
(B) What is the purpose of your trip? Business and Pleasure ( ) Personal Business ( ) Shopping ( ) Serve Passenger ( ) Recreation ( ) Vacation ( ) Medical, Dental, Education, Church ( ) Social ( ) Work ( ) Other _____ Specify _____	24-25	
(C) When did you arrive on the Cape? _____ No.      Day      Time	26-30	
<u>If today</u> <u>If prior to today</u>		
(1) Where did you stay? _____ Town _____	31-32	
(2) At a motel ( ) hotel ( ) cottage ( ) tent ( ) private home ( ) other _____ specify _____	33-34	
(D) What was the purpose of this trip? ( ) vacation, ( ) recreation, ( ) work, other _____ specify _____ What was your major recreational activity? ( ) beach, ( ) boat, ( ) fish ( ) scenery ( ) other _____	35-36	
(E) Is this a rented car? ( ) Yes ( ) No	37-38	
(F) Now for my last question, approximately how much did you spend on the Cape? \$ _____	39	
	40-43	

IN ADDITION TO SERVING THE REQUIREMENTS OF THE STUDY, THE STATIONS WERE SELECTED TO INSURE THE SAFETY OF THE MOTORISTS AND THE INTERVIEWERS. WHEREVER POSSIBLE, SITES WERE SO CHOSEN THAT INTERVIEWS COULD BE CONDUCTED OFF THE ROAD. ONE STATION WAS LOCATED AT A REST STOP.



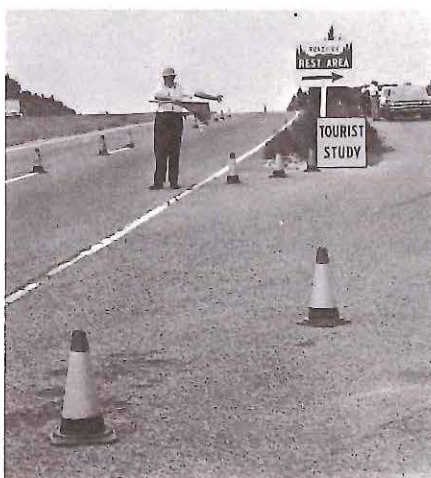
**APPROACHING THE INTERVIEW STATION**



**ADVANCE NOTICE  
PREPARES THE DRIVER**



**TURN-OFF**



**GOOD DIRECTION**



**..... FOR A SAFE**



**..... APPROACH**





**CARS DIRECTED TO INTERVIEWERS**



**THE QUESTIONS ARE ....**



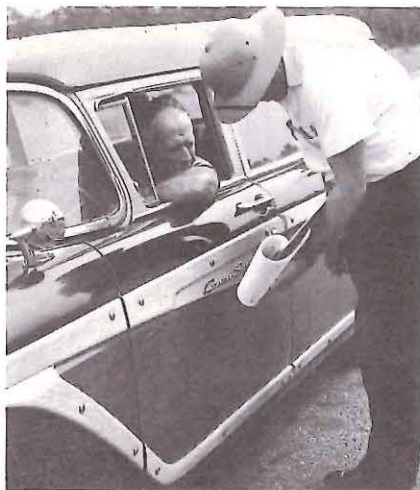
**QUICKLY ....**



**COURTEOUSLY ASKED**







COMPLETED



..... IN MINUTES



..... AND ON HIS WAY AGAIN

**When the interview was completed each driver received a formal note of thanks explaining the reason for the interview.**



**CAPE COD TOURIST STUDY**

You have just participated in the Cape Cod Tourist Study being conducted by the Massachusetts Department of Public Works in conjunction with the United States Department of Commerce, Bureau of Public Roads.

The study is to be used as a means of measuring the tourist impact upon the Cape Cod Area, as well as the Commonwealth of Massachusetts as a whole.

We hope your stay on Cape Cod was a pleasant one.

Thank you for your cooperation.



# WHERE ARE THE VISITORS FROM ?

PEOPLE FROM EVERY STATE OF THE COUNTRY, INCLUDING ALASKA AND HAWAII. MANY PEOPLE FROM CANADA ALSO VISITED THE CAPE.

	<u>PER CENT</u>
Alabama .....	.05
Alaska .....	.01
Arizona .....	.05
Arkansas .....	.04
California .....	.35
Colorado .....	.05
Connecticut .....	6.63
Delaware .....	.07
District of Columbia .....	.29
Florida .....	.67
Georgia .....	.12
Hawaii .....	.01
Idaho .....	.12
Illinois .....	.51
Indiana .....	.24
Iowa .....	.05
Kansas .....	.06
Kentucky .....	.17
Louisiana .....	.10
Maine .....	.42
Maryland .....	.68
Massachusetts .....	62.67
Michigan .....	.57
Minnesota .....	.12
Mississippi .....	.04
Missouri .....	.10

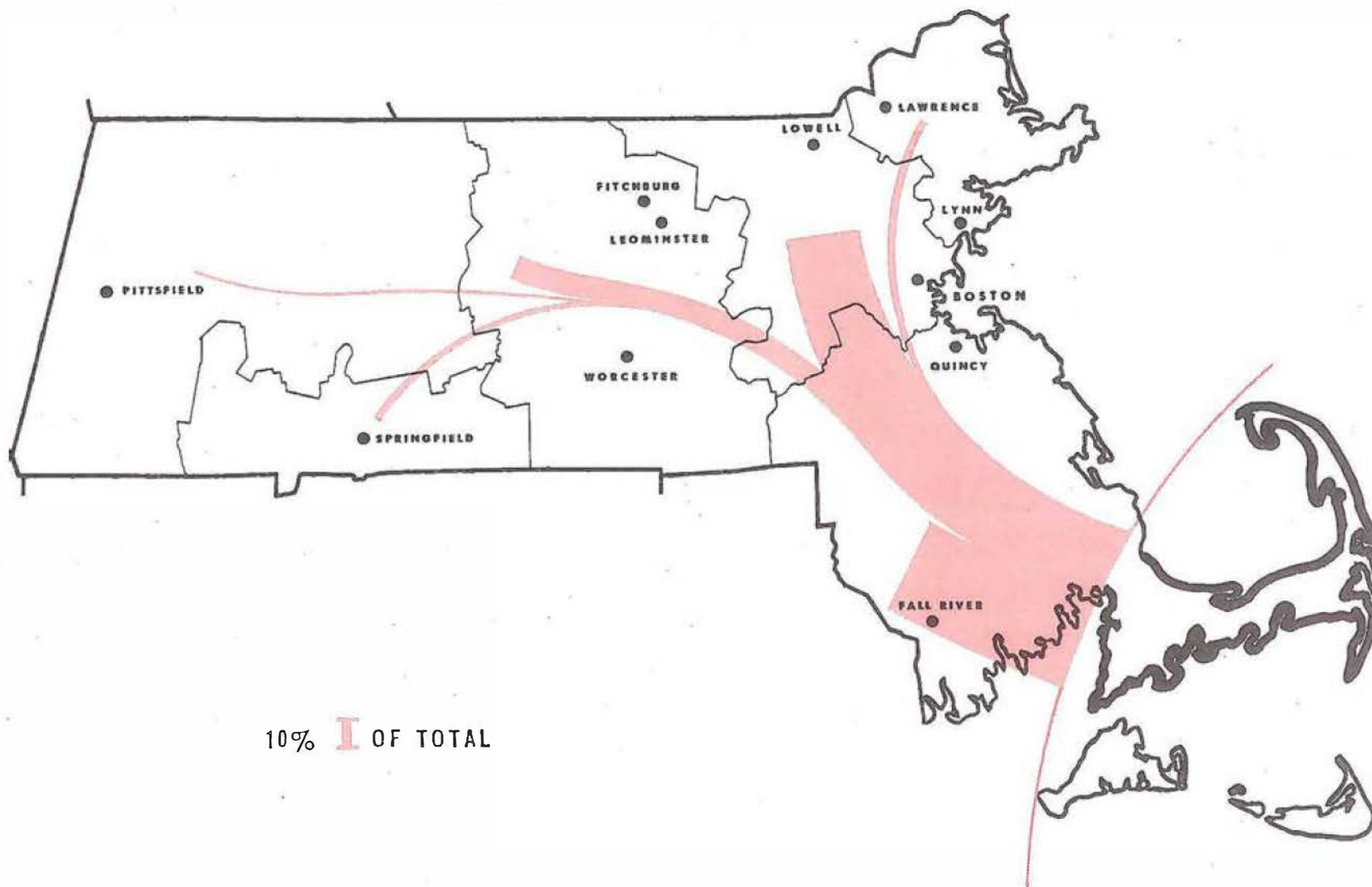
	<u>PER CENT</u>
Montana .....	.02
Nebraska .....	.02
Nevada .....	.02
New Hampshire .....	.73
New Jersey .....	3.72
New Mexico .....	.01
New York .....	9.06
North Carolina .....	.16
North Dakota .....	.01
Ohio .....	1.27
Oklahoma .....	.04
Oregon .....	.03
Pennsylvania .....	2.31
Rhode Island .....	5.47
South Carolina .....	.11
South Dakota .....	.01
Tennessee .....	.12
Texas .....	.21
Utah .....	.04
Vermont .....	.26
Virginia .....	.44
Washington .....	.06
West Virginia .....	.08
Wisconsin .....	.13
Wyoming .....	.01
Canada .....	1.47



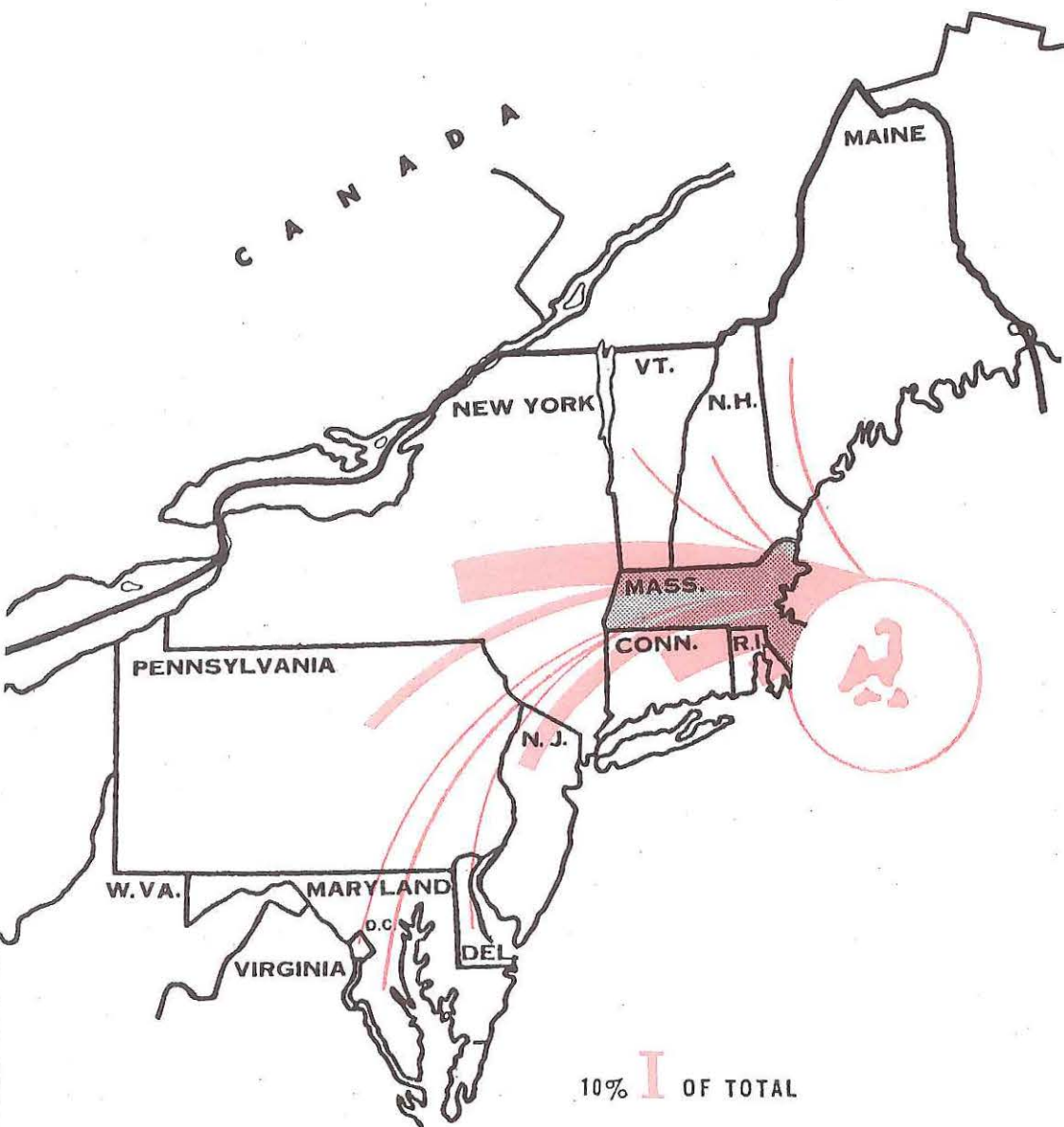
62.67% OF THE TOTAL ARE RESIDENTS OF MASSACHUSETTS.

THE REGIONAL ORIGINS ARE:

SPRINGFIELD REGION	3.12%
CENTRAL MASSACHUSETTS	9.19%
BOSTON AND ENVIRONS	34.97%
NORTH SHORE	2.86%
SOUTH SHORE	48.00%
WESTERN MASSACHUSETTS	1.86%
TOTAL MASSACHUSETTS	100.00%



10% **I** OF TOTAL

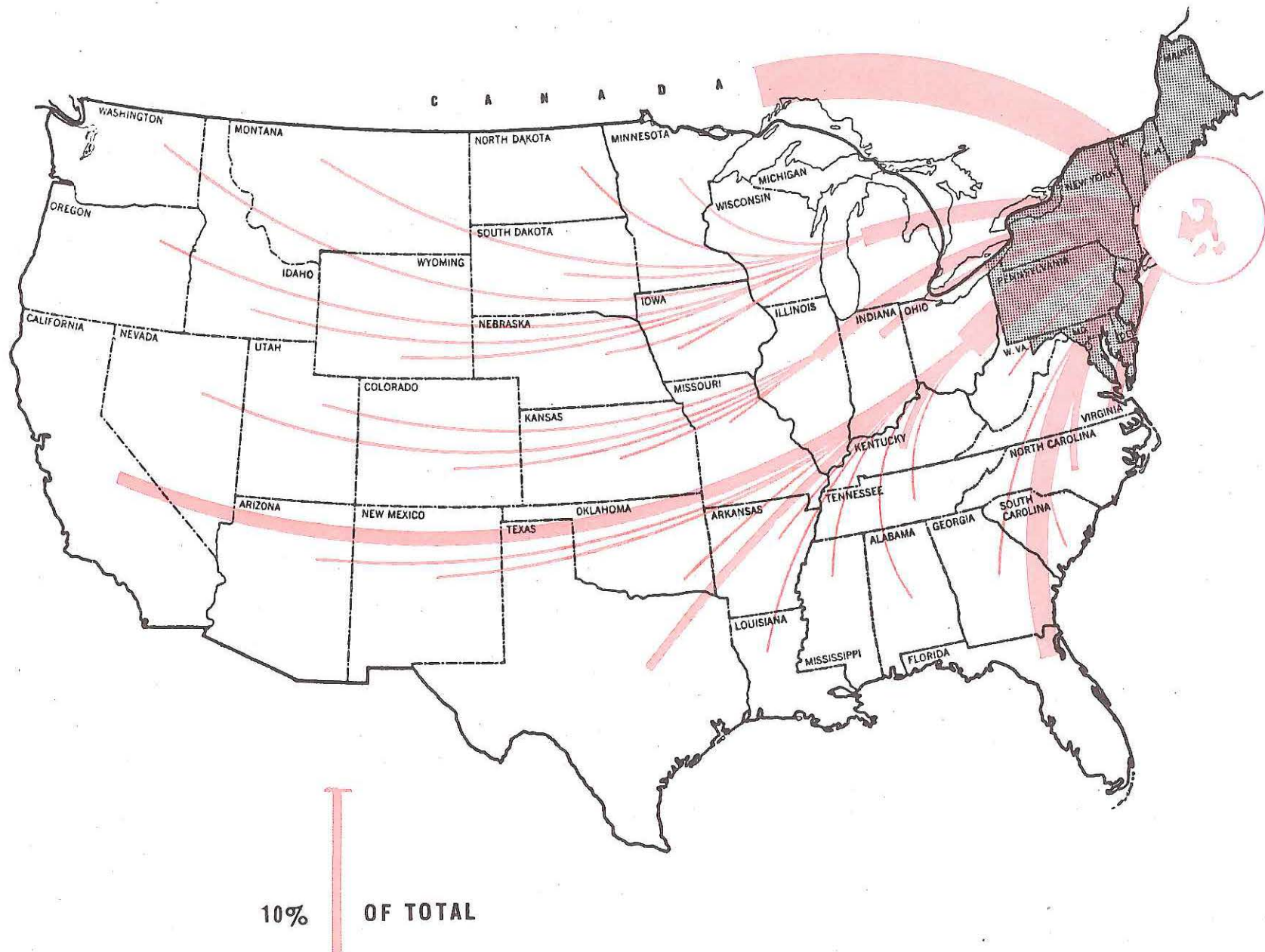


**29.56% ARE RESIDENTS OF THE  
NORTHEASTERN UNITED STATES**

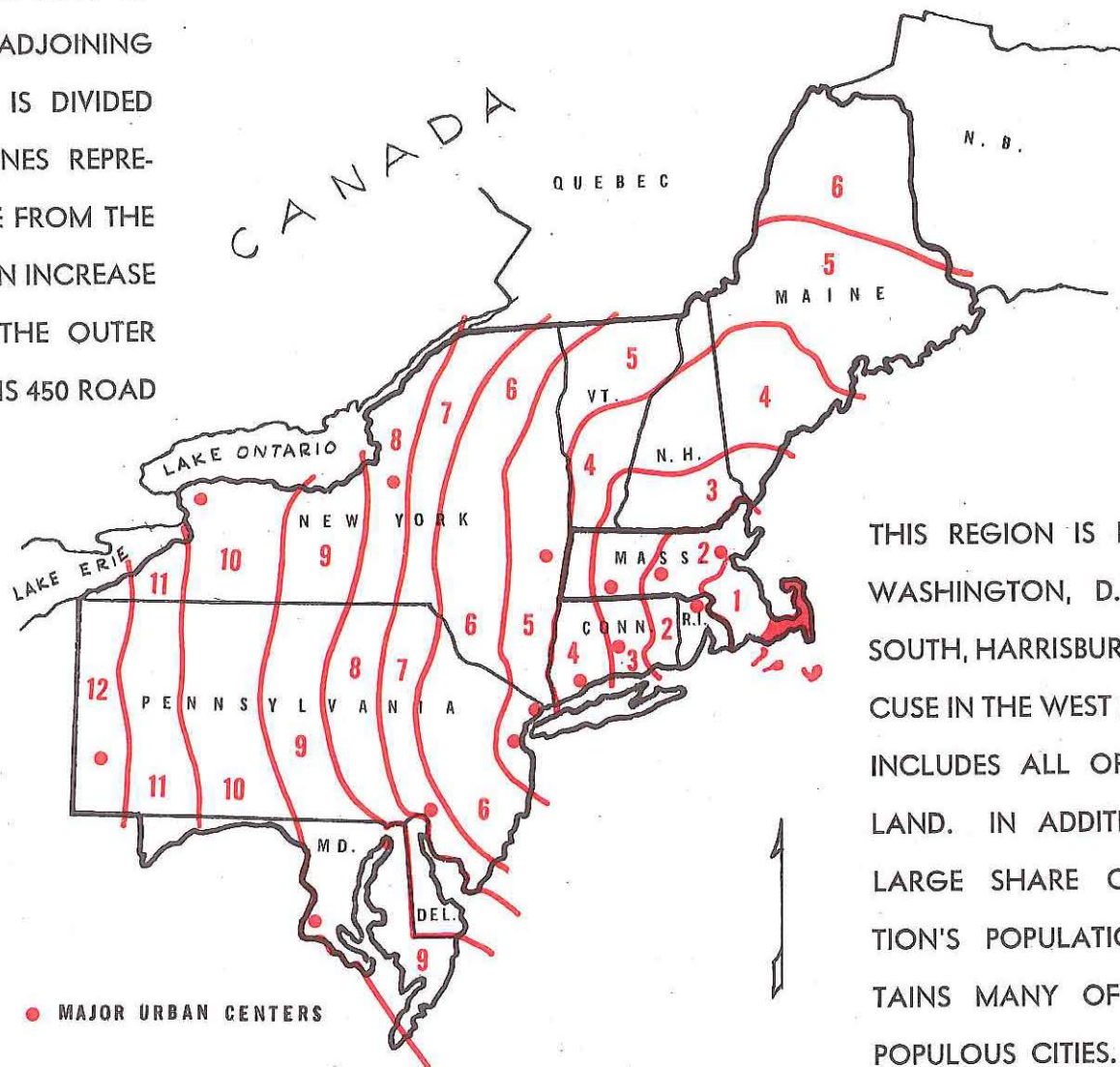
MAINE	1.42%
NEW HAMPSHIRE	2.47%
VERMONT	.88%
CONNECTICUT	22.36%
RHODE ISLAND	18.37%
NEW JERSEY	12.58%
NEW YORK	30.59%
PENNSYLVANIA	7.81%
MARYLAND	2.30%
DELAWARE	.24%
WASHINGTON, D. C.	.98%
TOTAL NORTHEASTERN UNITED STATES	100.00%



**7.97% OF THE VISITING PARTIES COME  
FROM THE REMAINING STATES AND CANADA.**



IT IS SELDOM REALIZED THAT 23% OF THE POPULATION OF THE UNITED STATES LIVES WITHIN 450 MILES OF THE CAPE. ON THE ADJOINING MAP, THE NORTHEAST IS DIVIDED INTO A SERIES OF ZONES REPRESENTING THE DISTANCE FROM THE CAPE. EACH ZONE IS AN INCREASE OF 50 ROAD MILES. THE OUTER BOUNDARY OF ZONE 9 IS 450 ROAD MILES FROM THE CAPE.



THIS REGION IS BOUNDED BY WASHINGTON, D. C. IN THE SOUTH, HARRISBURG AND SYRACUSE IN THE WEST (ZONE 9) AND INCLUDES ALL OF NEW ENGLAND. IN ADDITION TO THE LARGE SHARE OF THE NATION'S POPULATION, IT CONTAINS MANY OF OUR MOST POPULOUS CITIES.

# POPULATION BY ZONE FROM CAPE COD CANAL

ZONE	ROAD MILES	POPULATION* IN MILLIONS	PER CENT OF NATION	CUMULATIVE POPULATION	CUMULATIVE PER CENT OF NATION
1	0- 50	1.16	.6	1.16	.6
2	51-100	4.46	2.5	5.62	3.1
3	101-150	1.60	.9	7.22	4.0
4	151-200	2.57	1.4	9.79	5.4
5	201-250	14.34	8.0	24.13	13.4
6	251-300	5.41	3.0	29.54	16.4
7	301-350	3.67	2.0	33.21	18.4
8	351-400	4.98	2.8	38.19	21.2
9	401-450	3.20	1.8	41.39	23.0

\*1960 CENSUS

THE 41 MILLION PEOPLE OF THIS REGION LIVE WITHIN 9 HOURS OF DRIVING TIME FROM THE CAPE. MORE THAN HALF OF THIS GROUP LIVE WITHIN 250 MILES OR ABOUT A HALF-DAY'S DRIVE ON MODERN HIGHWAYS FROM THE CAPE.



OF THESE 41 MILLION PEOPLE, 26.6  
MILLION (63%) LIVE IN THE LARGER  
URBANIZED REGIONS OF THE NORTH-  
EASTERN UNITED STATES.

<u>ZONE</u>	<u>ROAD MILES</u>	<u>CITIES</u>	<u>POPULATION* IN MILLIONS</u>	<u>CUMU- LATIVE TOTAL IN MILLIONS</u>
2	1-100	(BOSTON PROVIDENCE )	3.18	3.18
3	101-150	WORCESTER	1.12	4.30
4	151-200	(SPRINGFIELD HARTFORD ) (NEW HAVEN )	1.31	5.61
5	201-250	(NEW YORK ALBANY ) (JERSEY CITY ) (NEWARK )	13.42	19.03
6	251-300	TRENTON	.27	19.30
7	301-350	(PHILADELPHIA) (CAMDEN )	3.67	22.97
8	351-400	SYRACUSE	1.49	24.46
9	401-450	(BALTIMORE ) (WASHINGTON)	2.13	26.59

\*1960 CENSUS

THE CAPE'S CENTRAL LOCATION TO SUCH A LARGE URBAN POPULATION CONTRIBUTES CONSIDERABLY TO ITS USE FOR RECREATION AND OTHER TOURIST ACTIVITIES.

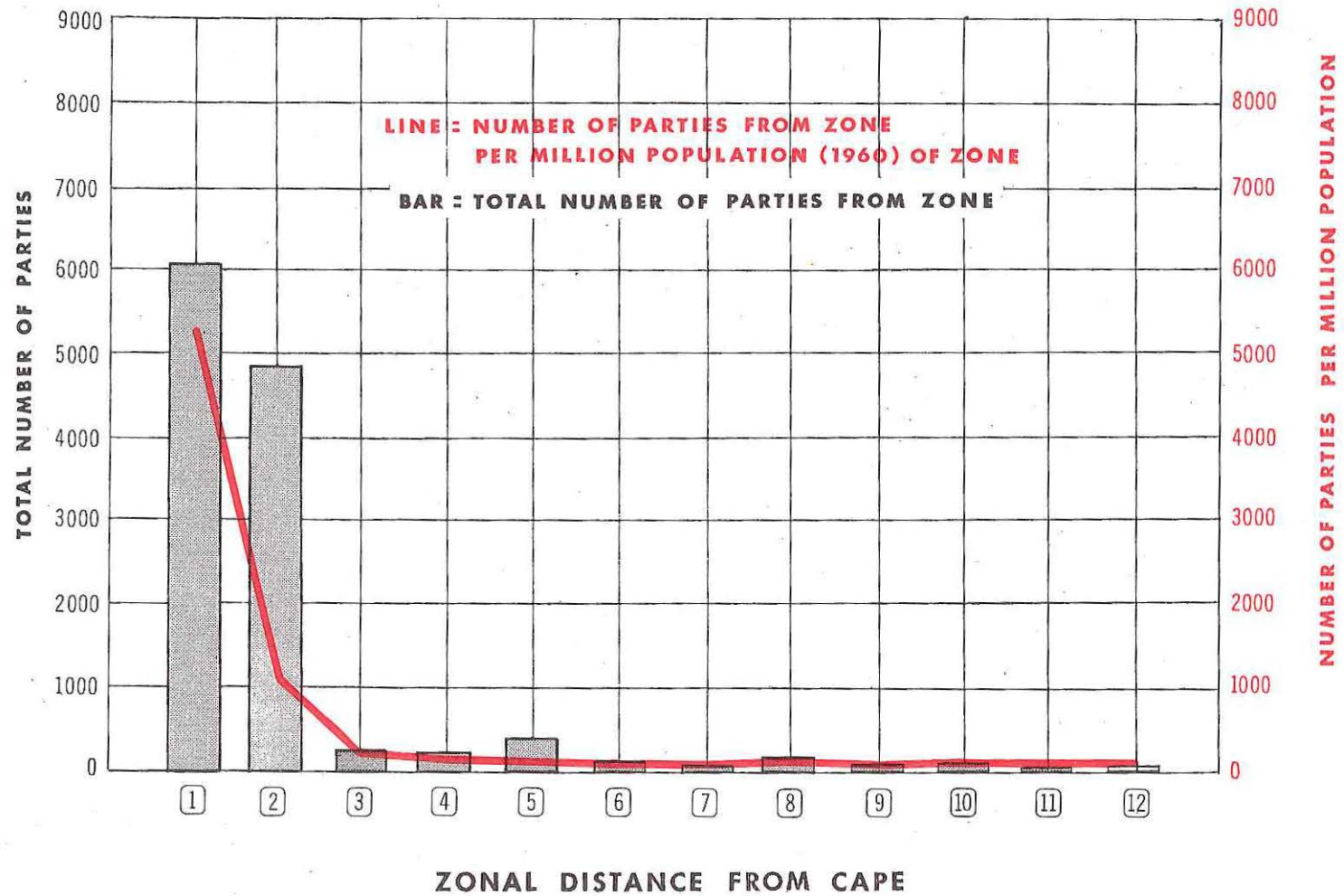
THE LOCATION CHOSEN BY THOSE SEEKING RECREATION IS DETERMINED IN PART BY THE DISTANCE AND TIME REQUIRED TO REACH THAT LOCATION. MOST OF THE VISITORS TO THE CAPE ARE FROM PLACES CLOSE TO THE CAPE. THE RELATIONSHIP BETWEEN THE PLACE OF RESIDENCE AND THE REGION VISITED CAN BE SEEN GRAPHICALLY ON THE FOLLOWING PAGES.

THE LINE FALLS SHARPLY TO THE 101-150 MILE GROUP, ZONE 3, (THE ZONES ARE SHOWN ON THE MAP ON PAGE 22) IN THE GRAPH ON THE FOLLOWING PAGE. EIGHT PER CENT OF THE ONE-DAY VISITORS ARE FROM WITHIN 150 MILES. THE LIMIT IS SET BY AN APPARENT UNWILLINGNESS TO TRAVEL MORE THAN 4 HOURS IN AN AUTOMOBILE FOR JUST A SINGLE DAY'S PLEASURE.

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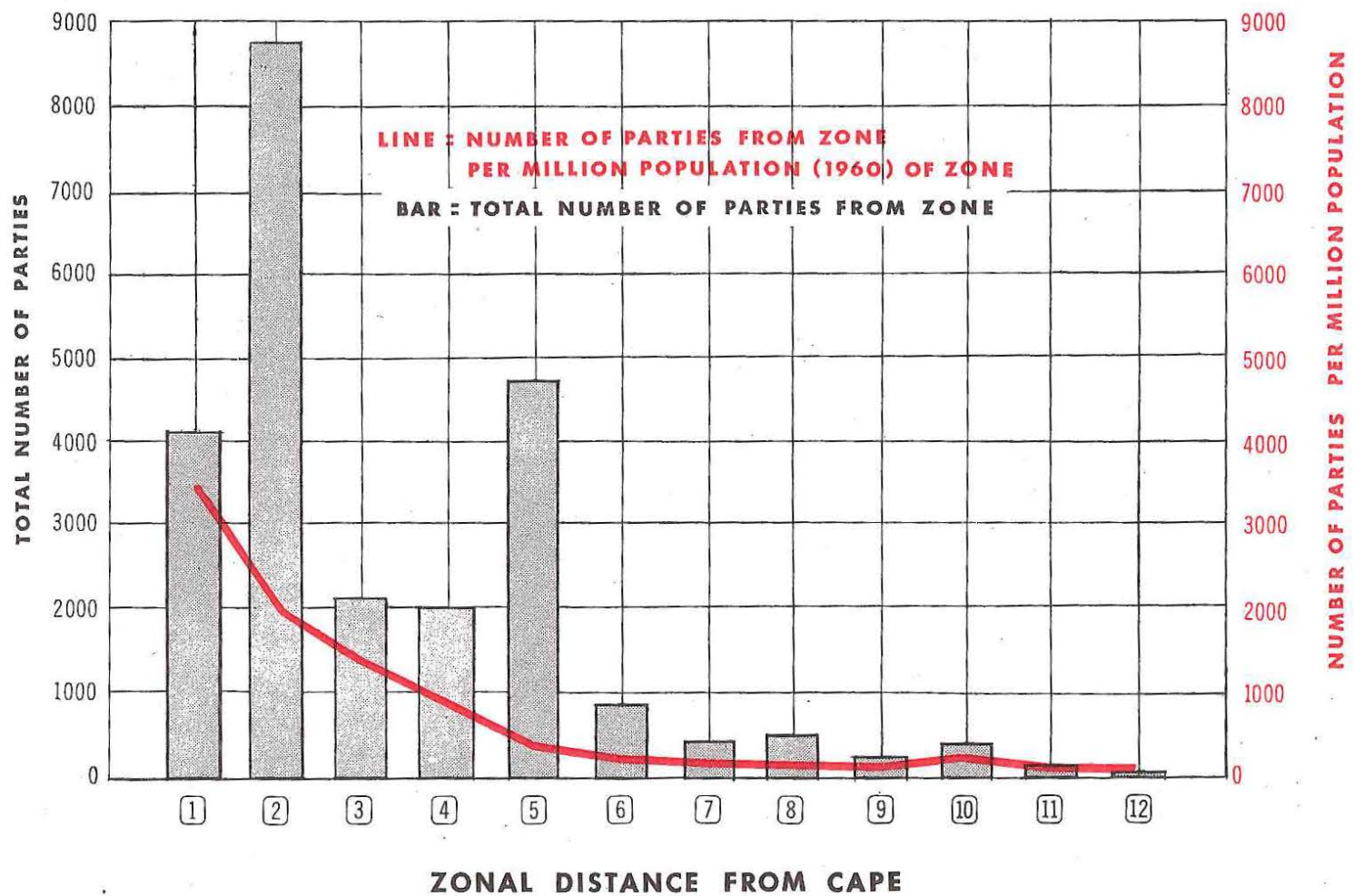


# 1-DAY TRIP



THE OVERNIGHT VISITORS TRAVEL GREATER DISTANCES TO REACH THE CAPE. THEIR VACATION OBJECTIVES DIFFER CONSIDERABLY FROM THE DAY-TRIPPERS. THEY WILL EITHER REMAIN ON THE CAPE FOR AN EXTENDED PERIOD OR VACATION BY TRAVELING SHORT DISTANCES EVERY DAY OR TWO. FORTY-FOUR PERCENT ARE FROM WITHIN 150 MILES.

## OVERNIGHT TOURIST

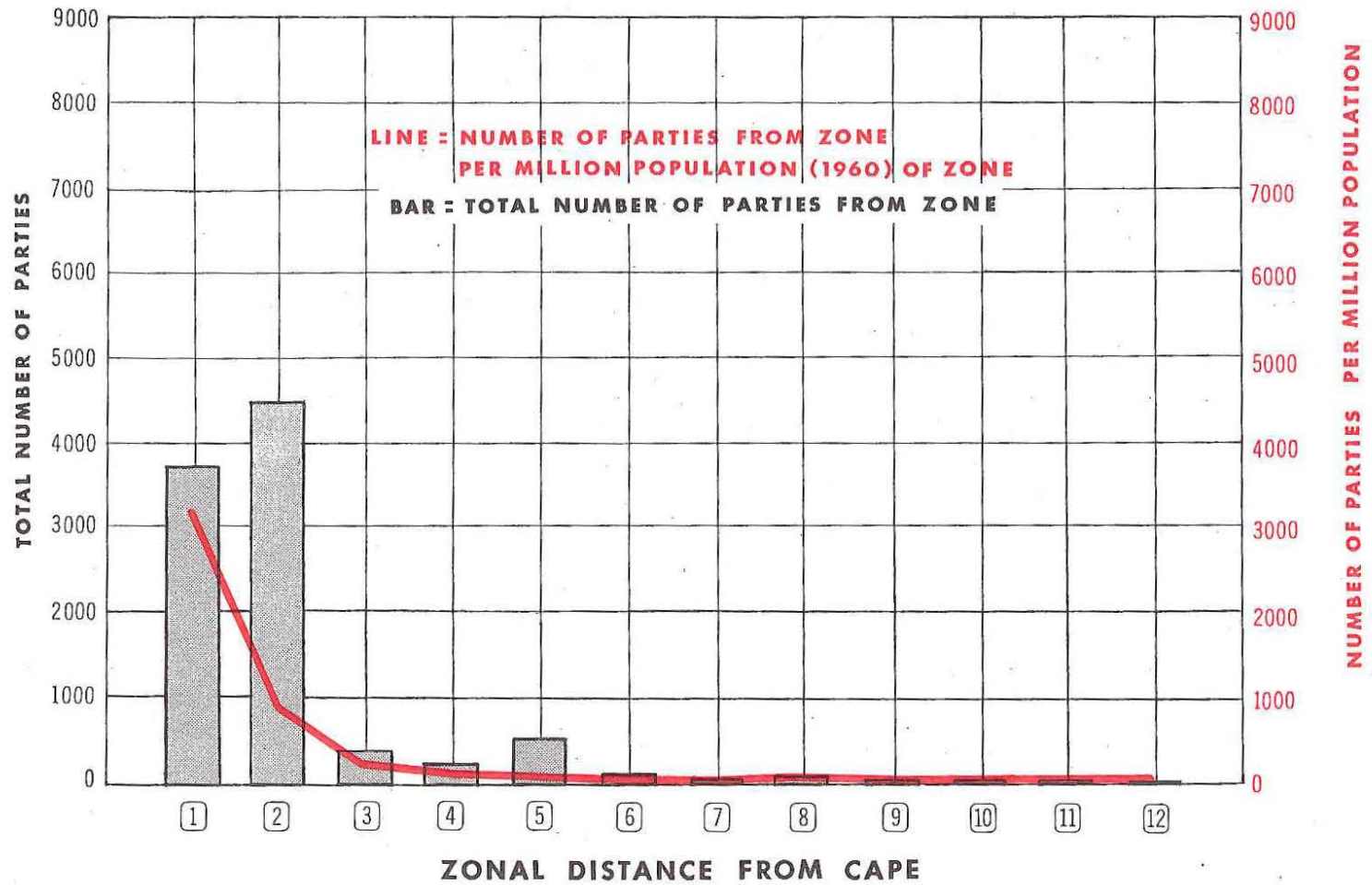




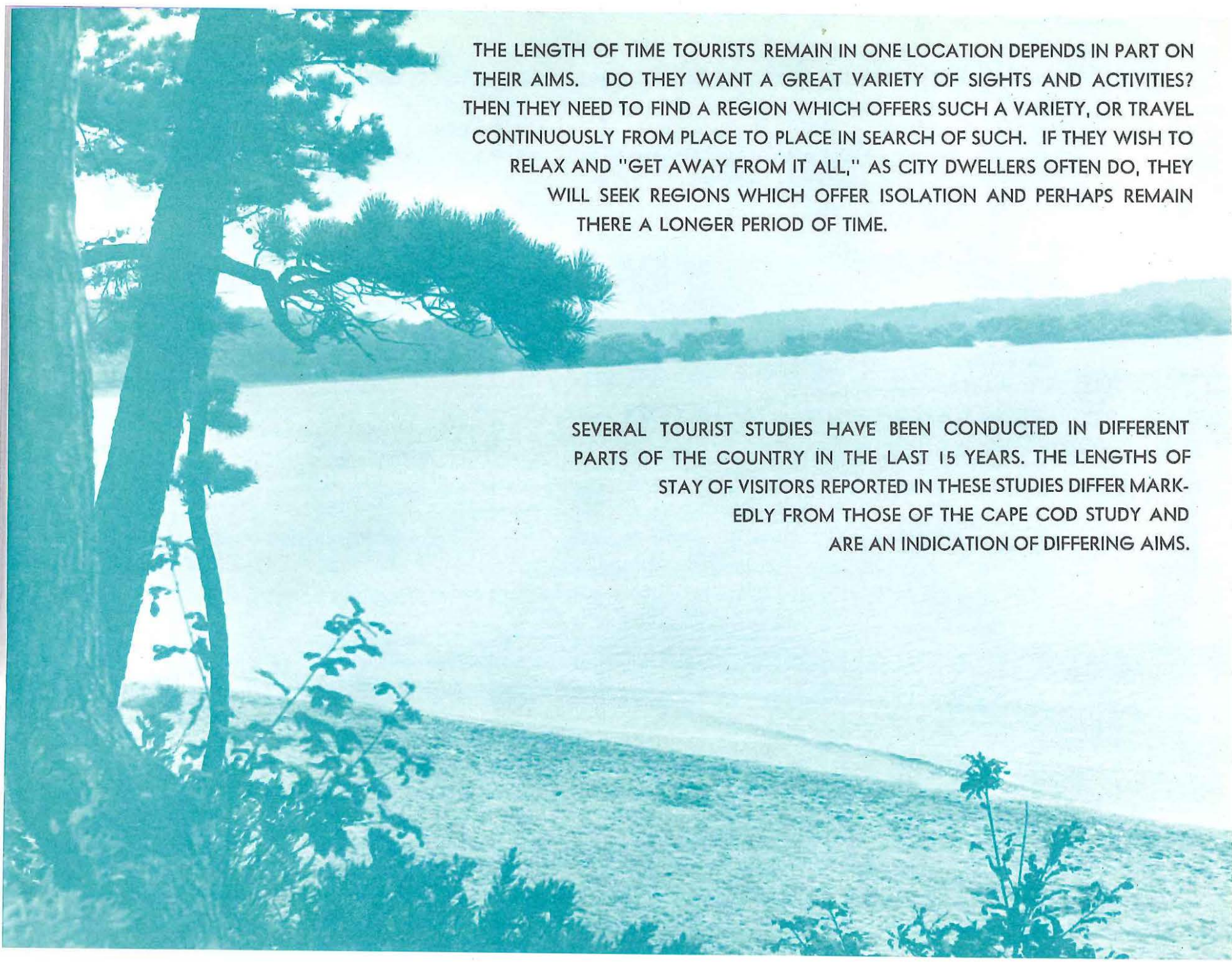
THE SUMMER RESIDENTS FREQUENTLY COMMUTE BETWEEN THE PLACE OF SUMMER RESIDENCE AND JOB OR BUSINESS LOCATION. THEY COMMUTE EITHER DAILY OR SPEND WEEK-ENDS AT THEIR SUMMER RESIDENCES. IT IS NOT SURPRISING THAT 84% HAVE PERMANENT RESIDENCES WITHIN 150 AND 92% WITHIN 250 MILES.

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## SUMMER RESIDENTS





A scenic landscape photograph of a lake or bay. In the foreground on the left, a large, dark tree trunk and its branches are visible, partially obscuring the view. The water is calm and reflects the sky. In the background, there are rolling hills or mountains under a bright sky. The overall tone is peaceful and natural.

THE LENGTH OF TIME TOURISTS REMAIN IN ONE LOCATION DEPENDS IN PART ON THEIR AIMS. DO THEY WANT A GREAT VARIETY OF SIGHTS AND ACTIVITIES? THEN THEY NEED TO FIND A REGION WHICH OFFERS SUCH A VARIETY, OR TRAVEL CONTINUOUSLY FROM PLACE TO PLACE IN SEARCH OF SUCH. IF THEY WISH TO RELAX AND "GET AWAY FROM IT ALL," AS CITY DWELLERS OFTEN DO, THEY WILL SEEK REGIONS WHICH OFFER ISOLATION AND PERHAPS REMAIN THERE A LONGER PERIOD OF TIME.

SEVERAL TOURIST STUDIES HAVE BEEN CONDUCTED IN DIFFERENT PARTS OF THE COUNTRY IN THE LAST 15 YEARS. THE LENGTHS OF STAY OF VISITORS REPORTED IN THESE STUDIES DIFFER MARKEDLY FROM THOSE OF THE CAPE COD STUDY AND ARE AN INDICATION OF DIFFERING AIMS.



# NUMBER OF NIGHTS IN VICINITY OF STUDY AREA FOR SEVERAL TOURIST STUDIES

NO. OF NIGHTS	MONTANA 1958	ARKANSAS 1956	GREAT SMOKY 1949	CAPE COD 1963
1	31.6	11.1	57.0	20.2
2	25.7	33.4	15.7	16.5
3	12.0	14.8	7.8	9.3
4	7.6	8.7	4.9	6.0
5	4.7	6.6	3.9	4.1
6	2.7	3.4	1.6	3.4
7	3.7	5.2	4.2	14.7
8-14	{	11.9	3.4	18.4
15+	{12.0}	4.9	1.5	7.4

SOME OF THESE STUDIES ARE STATE-WIDE. THE STATISTICS FROM STUDIES OF LARGER REGIONS SUCH AS ARKANSAS REPRESENT AGGREGATES OF MANY TYPES OF VACATION GOALS. OTHERS LIKE THE GREAT SMOKY STUDY ARE FOR SMALL REGIONS WITH LIMITED VARIETY. THE VACATION GOALS REPORTED IN THESE STUDIES DIFFER CONSIDERABLY.

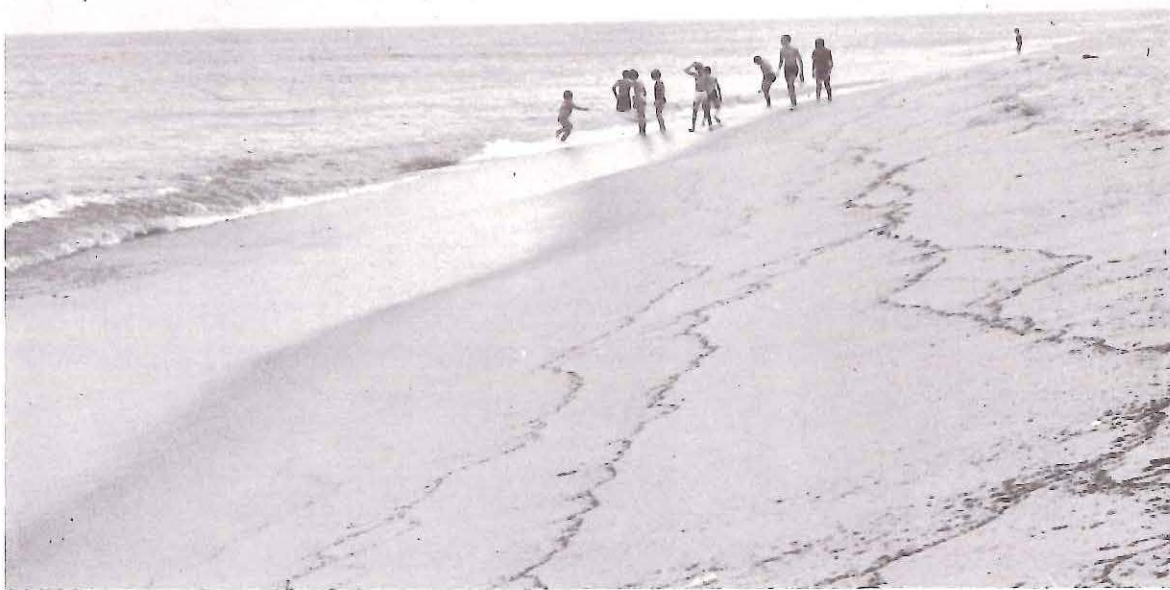
IT IS APPARENT THAT CAPE COD HOLDS VISITORS FOR A LONGER PERIOD OF TIME THAN DO ANY OF THE OTHER REGIONS. 25% OF THE VISITORS REMAIN LONGER THAN A WEEK.

STUDY		AVERAGE NO. NIGHTS
GREAT SMOKY	(1949)	2.9
UTAH	(1950)	3.7
YELLOWSTONE PARK	(1950)	3.1
YOSEMITE	(1953)	3.1
GREAT SMOKY	(1955)	2.8
ARKANSAS	(1956)	4.0
MONTANA	(1959)	3.7
NEVADA	(1958)	2.2
CAPE COD*	(1963)	6.7

\* OVERNIGHT VISITORS TO THE CAPE  
EXCLUSIVE OF SUMMER RESIDENTS

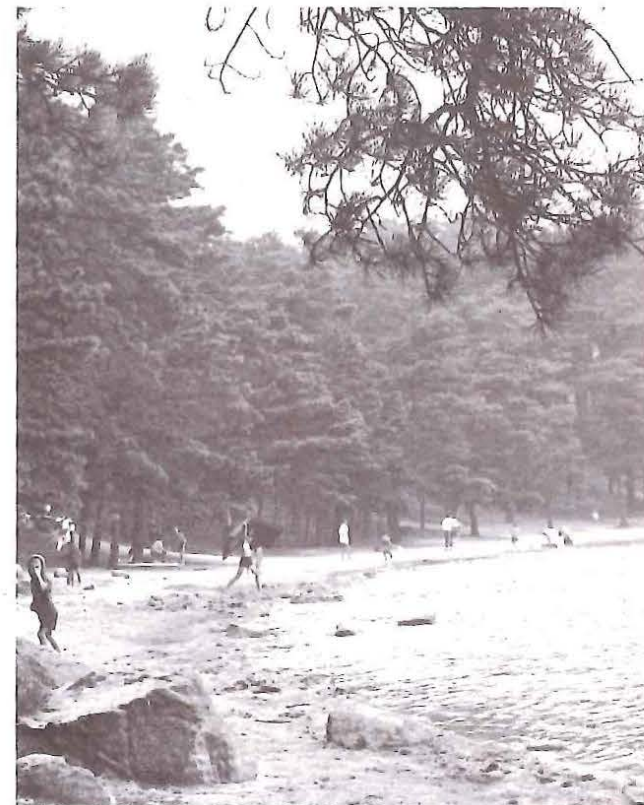
SINCE VACATIONERS CHOOSE A TYPE OF ACCOM-  
MODATION TO SUIT THEIR PARTICULAR NEEDS, THE  
AVERAGE LENGTH OF STAY BY ACCOMMODATION  
REFLECTS THOSE NEEDS. FOR EXAMPLE, THOSE  
PLANNING TO REMAIN A LONGER TIME PREFER  
COTTAGES.

	AVERAGE NO. OF NIGHTS
MOTEL	4.3
HOTEL	4.6
COTTAGE	8.9
PRIVATE HOMES	5.3
CAMP	6.0
ENTIRE SURVEY	6.7



THE MAJOR RECREATIONAL INTEREST OF THE OVERNIGHT TOURISTS, AS WE MIGHT EXPECT, PROVED TO BE THE EXTENSIVE BEACHES OF THE CAPE. MANY PEOPLE, HOWEVER, VISIT THE CAPE WITH THE PRIMARY AIM OF ENJOYING THE VARIOUS BEAUTY OF CAPE COD SCENERY.





MAJOR RECREATIONAL  
INTERESTS OF  
OVERNIGHT TOURISTS

BEACH	63.4%
BOAT	6.9%
FISHING	4.7%
SCENERY	25.0%

THE 1-DAY VISITORS REMAIN AN AVERAGE OF 5.75 HOURS. OF THIS GROUP, 47% ARE FROM THE REGION DIRECTLY ADJACENT TO THE CAPE, 29% ARE FROM THE THREE METROPOLITAN REGIONS OF PROVIDENCE, WORCESTER AND BOSTON. THE REMAINING 24% ARE FROM THE OTHER PARTS OF THE UNITED STATES AND CANADA. MANY OF THESE TRAVELERS ARE ON A TRAVELING VACATION WHICH BRINGS THEM TO A DIFFERENT REGION EVERY DAY OR TWO.

NUMBER OF HOURS  
ON CAPE BY  
DAY VISITORS

HOURS	%
-3	31.0
4-6	30.3
7-9	29.4
10+	9.3





THE MAJOR RECREATIONAL  
PREFERENCES OF THE DAY  
VISITORS DIFFER CONSIDER-  
ABLY FROM THOSE OF THE  
OVERNIGHT GROUP.

MAJOR RECREATIONAL  
INTERESTS OF  
I-DAY VISITORS

BEACH	20.6%
BOAT	3.5%
FISHING	6.1%
SCENERY	69.7%







## **LOCATIONS OF ACCOMMODATIONS**





## TOTAL OVERNIGHT PARTIES

THE DOTS INDICATE THE DISTRIBUTION OF VISITORS IN THE GENERAL VICINITY IN WHICH THEY REMAINED DURING THEIR STAY ON THE CAPE.

THE LARGER PORTION OF VISITORS REMAINED CLOSE TO THE MAINLAND.

46% REMAINED IN OR WEST OF BARNSTABLE.

67% REMAINED IN OR WEST OF DENNIS.

84% REMAINED IN OR SOUTH OF ORLEANS.

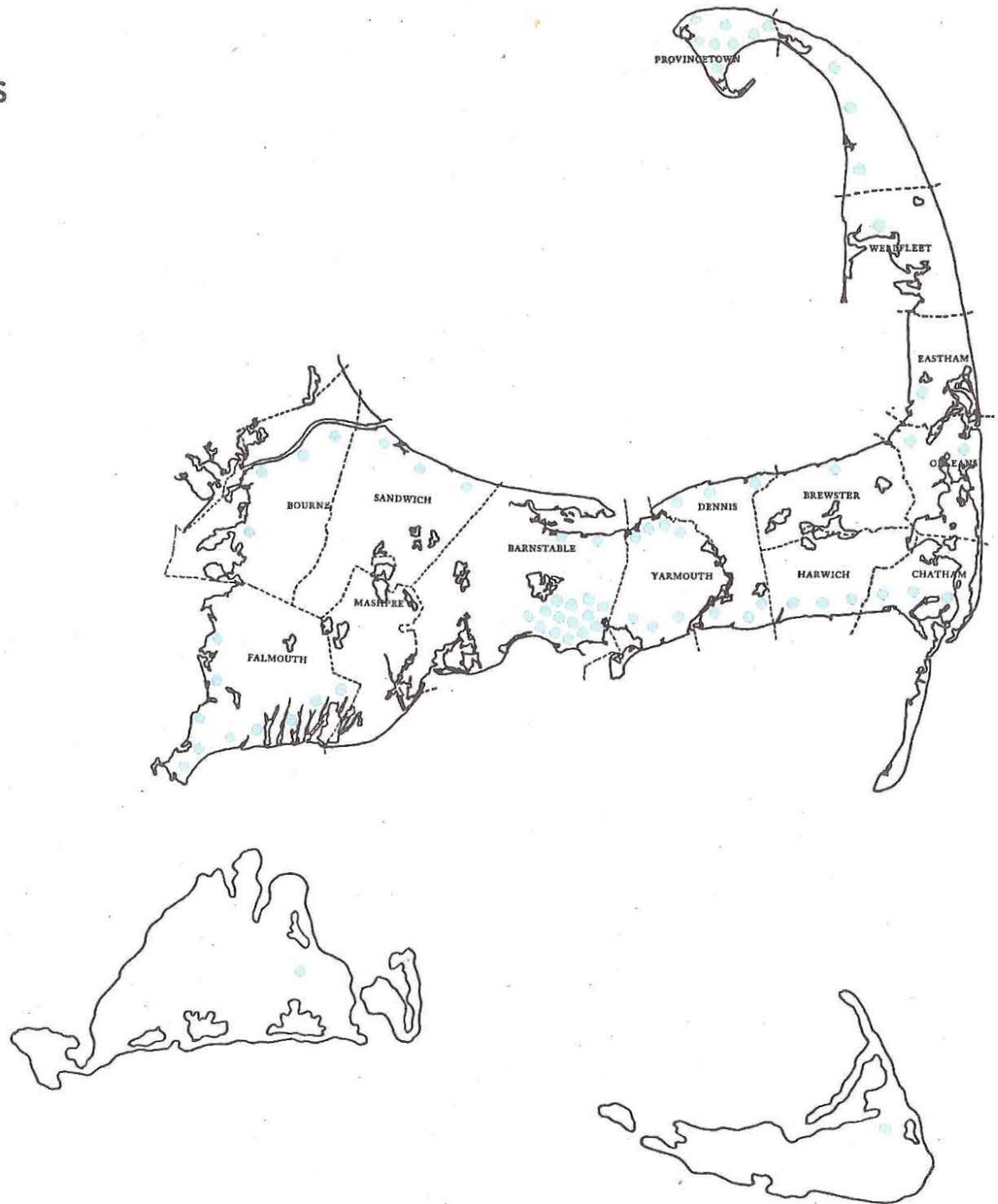




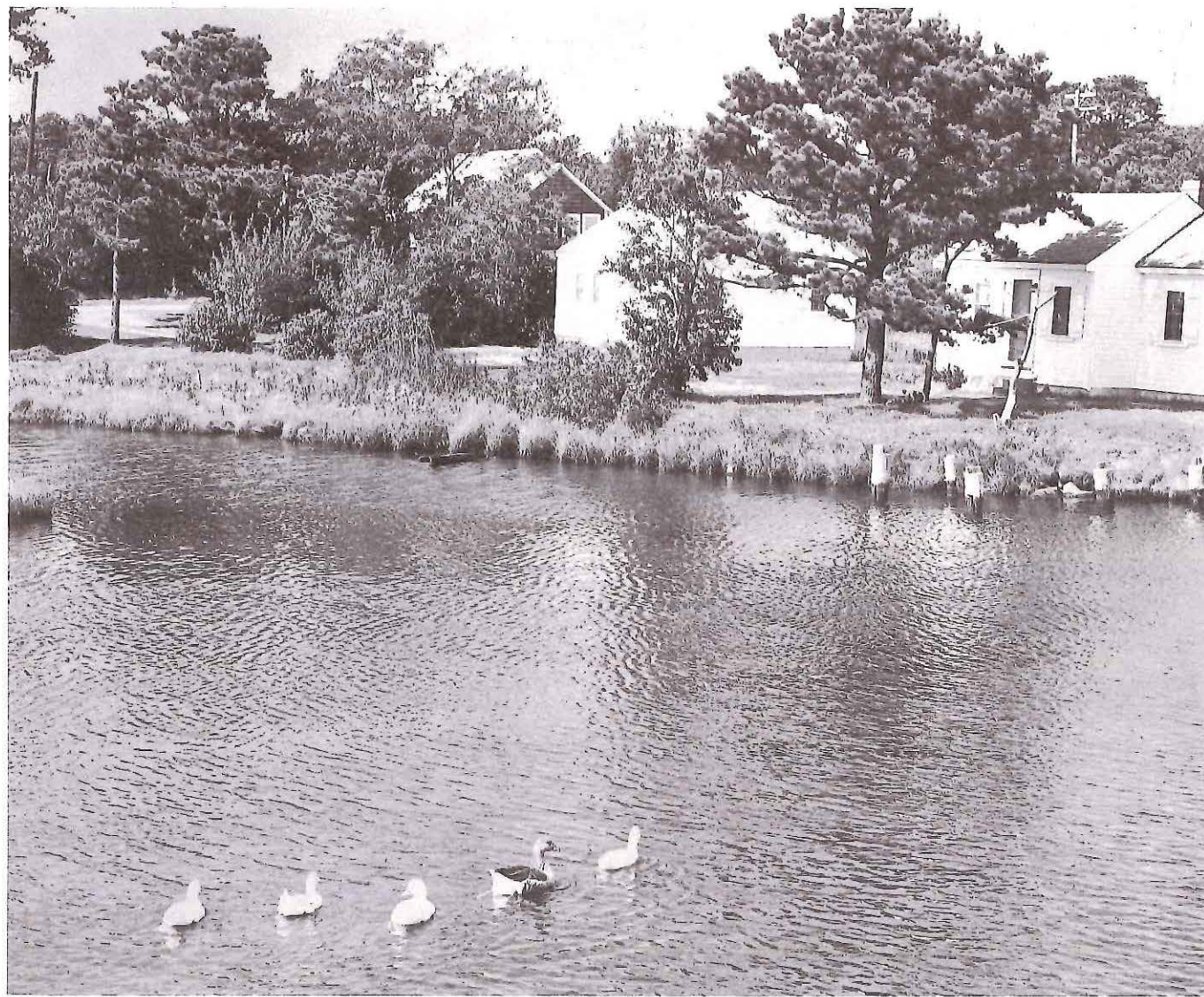


## MOTELS

27% OF THE TOURISTS STAYED IN MOTELS WHILE ONLY 5% USED HOTEL FACILITIES. FALMOUTH, BARNSTABLE AND PROVINCETOWN HAD THE LARGEST CONCENTRATIONS OF MOTEL TOURISTS. THE AVERAGE PARTY SIZE FOR HOTELS AND MOTELS IS THE SAME: 2.7 PERSONS.

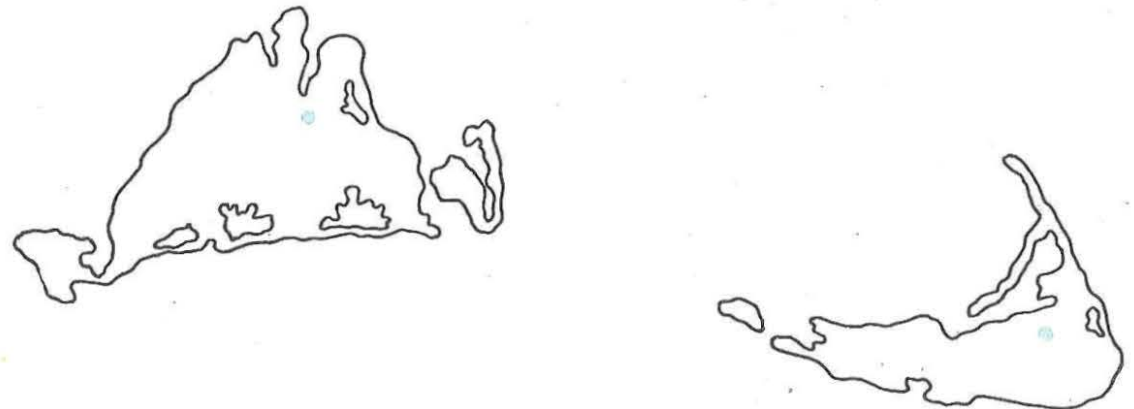
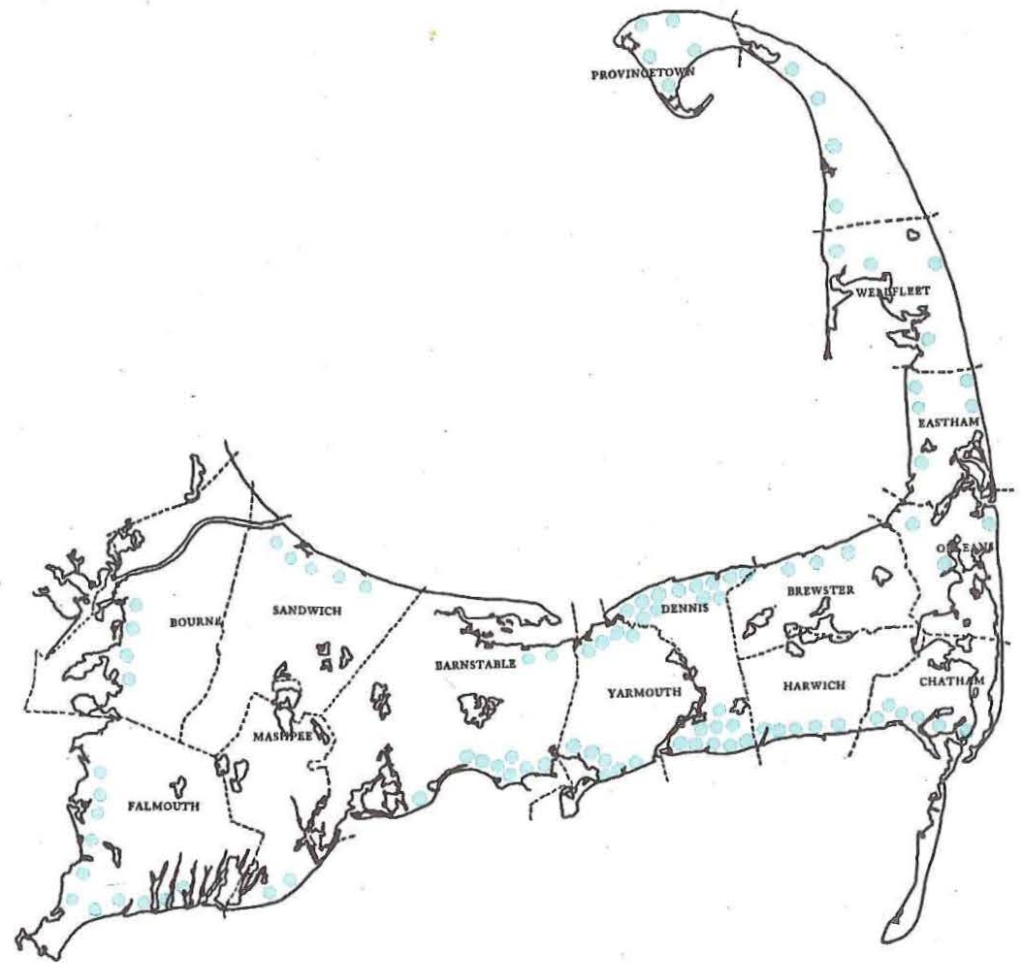






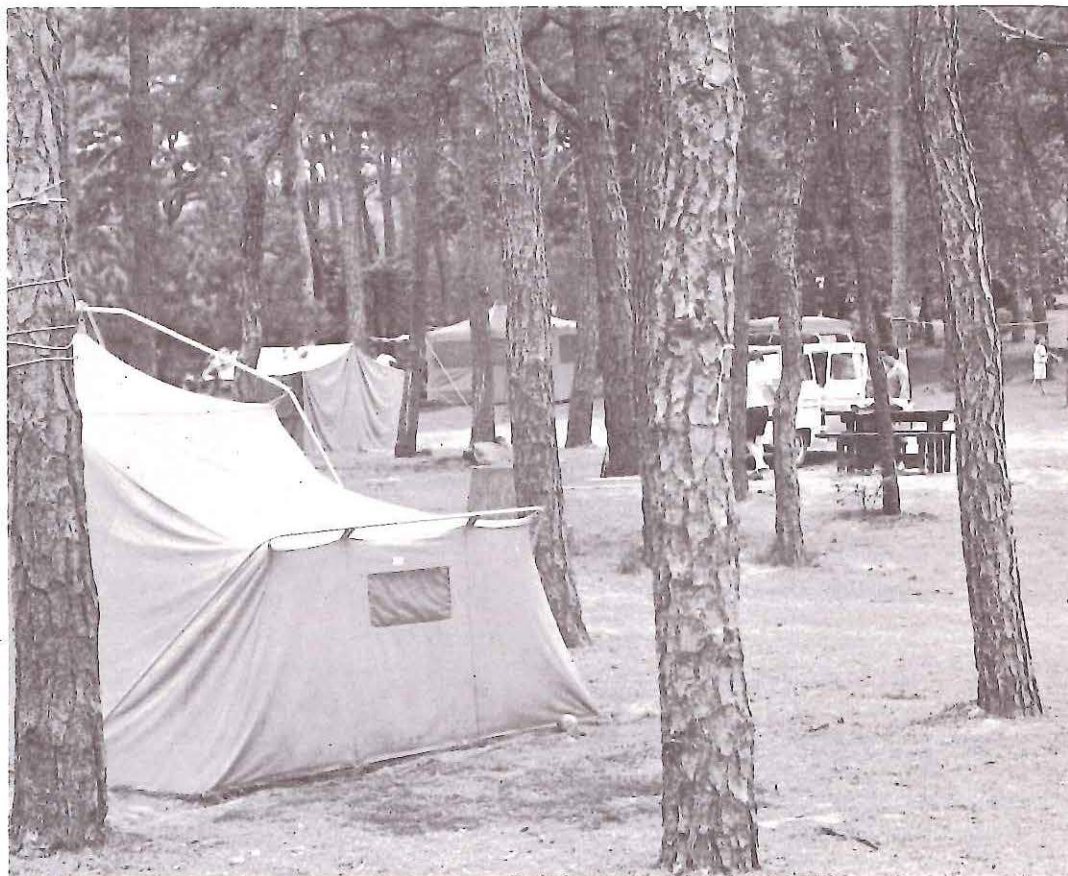
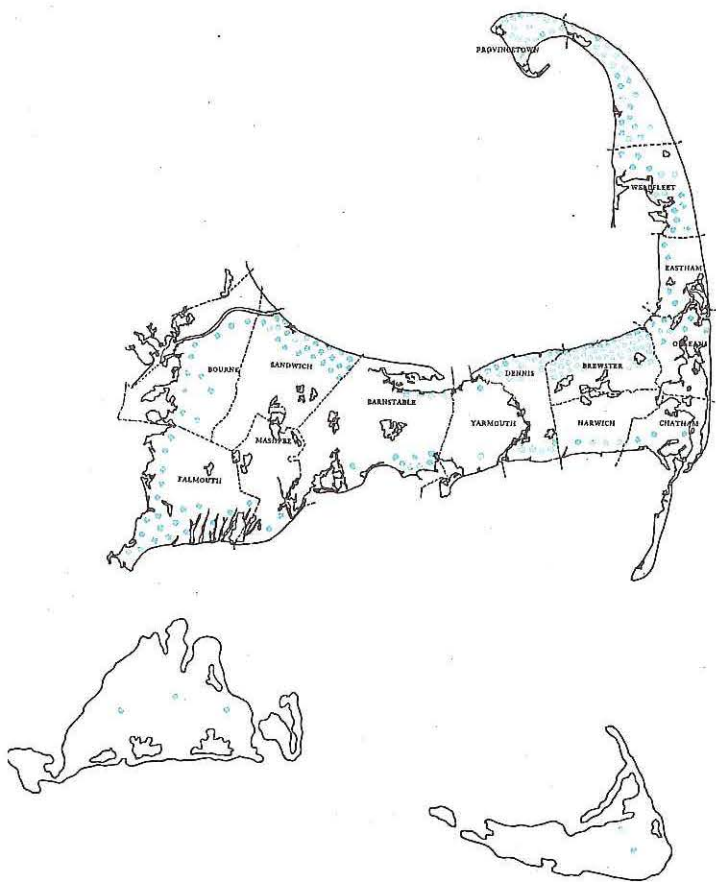
## COTTAGES

37% STAYED IN COTTAGES.  
COTTAGES ARE ATTRACTIVE TO  
FAMILIES BECAUSE OF THE  
ECONOMIES THEY PERMIT. THE  
AVERAGE GROUP SIZE WAS 3.2  
PERSONS.





## CAMPS





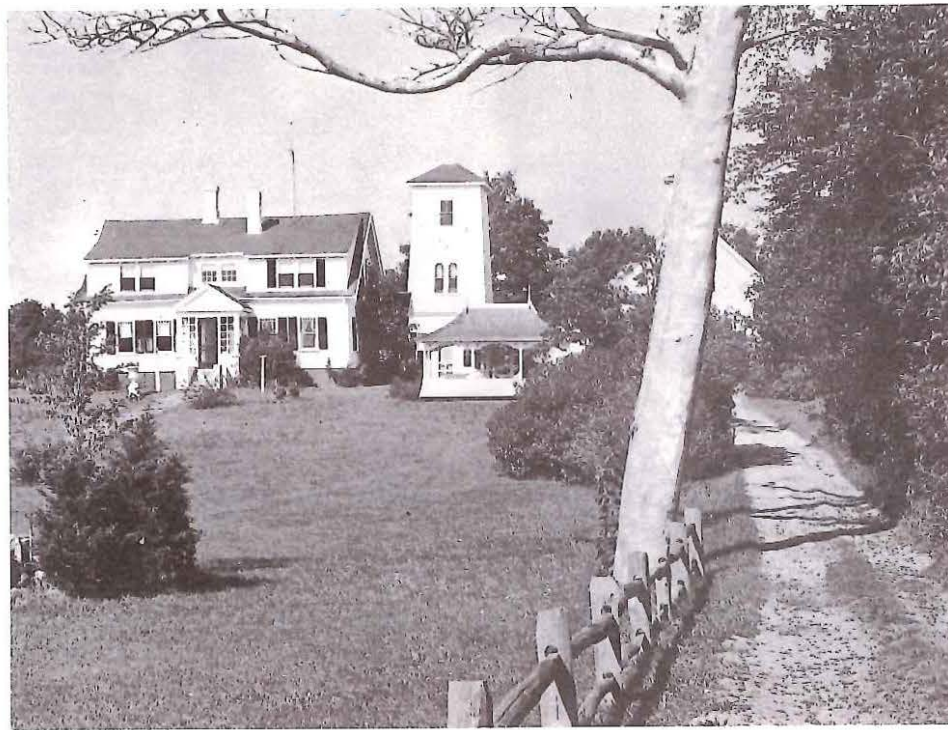
IN ADDITION TO THE TWO STATE PARKS: NICKERSON STATE PARK IN BREWSTER AND SHAWME-CROWELL STATE PARK IN SANDWICH, SITES ARE ALSO AVAILABLE IN MANY PRIVATELY-OWNED CAMP GROUNDS.

8% OF THE OVERNIGHT PARTIES CAMPED ON THE CAPE. THE AVERAGE GROUP SIZE WAS 3.3 PERSONS, THE LARGEST OF ANY ACCOMMODATIONS.

## PRIVATE HOMES



PRIVATE HOMES INCLUDING TOURIST HOMES  
WERE USED BY 23% OF THE PARTIES.  
THE AVERAGE GROUP SIZE WAS 2.6 PERSONS.

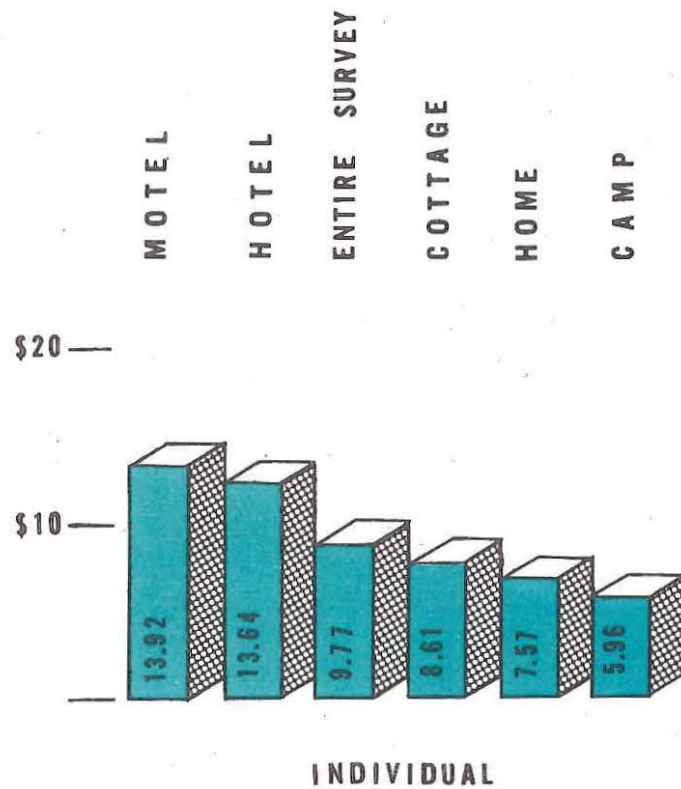


## **TOURIST EXPENDITURES**

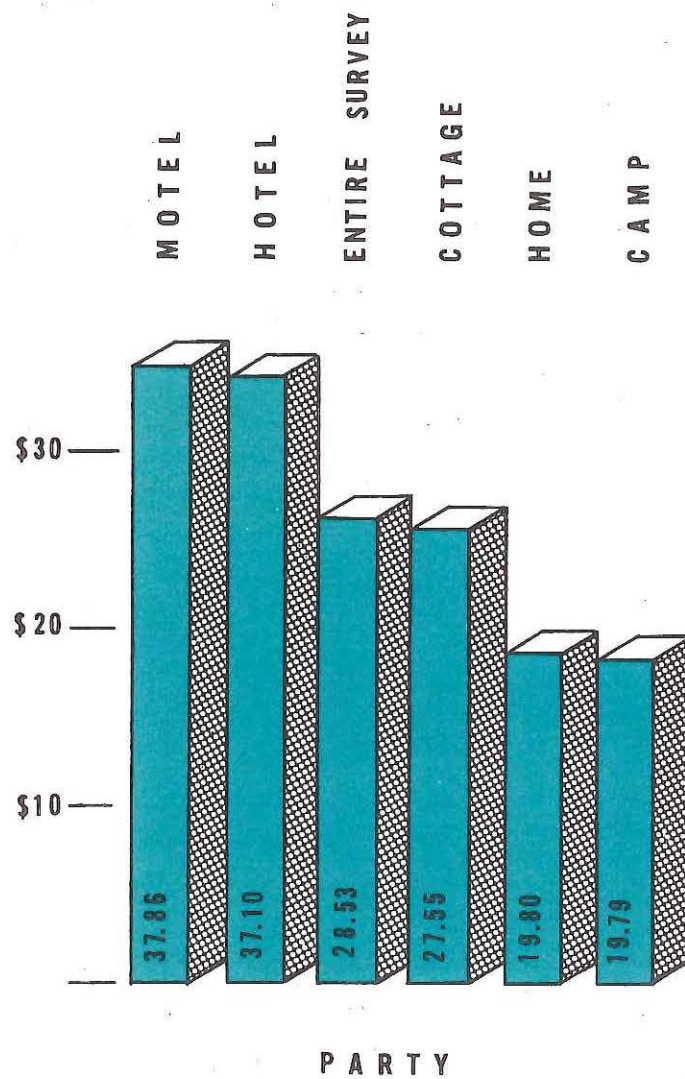
DURING AN AVERAGE WEEK, OVERNIGHT TOURISTS SPEND BETWEEN 7.7 AND 8.0 MILLION DOLLARS AND THE I-DAY VISITORS SPEND ABOUT \$152,000 DURING THE SAME PERIOD. IT SHOULD BE NOTED THAT THE FIGURE FOR TOTAL EXPENDITURES ON THE CAPE BY NON-RESIDENTS IS GREATER THAN INDICATED. THE EXPENDITURES OF SUMMER RESIDENTS ARE NOT AVAILABLE.



THE AVERAGE EXPENDITURE OF INDIVIDUALS PER DAY BY TYPE OF ACCOMMODATION OCCUPIED BY THESE INDIVIDUALS.



ABOUT 85 MILLION DOLLARS IS SPENT DURING A SEASON BY OVERNIGHT AND DAY TOURISTS ON THE CAPE.









THE AVERAGE EXPENDITURE OF PARTIES PER DAY BY TYPE OF ACCOMMODATION OCCUPIED BY THESE PARTIES.

AVERAGES DO NOT TELL THE WHOLE STORY. DISTRIBUTIONS PRESENT INFORMATION ABOUT THE AMOUNTS ACTUALLY SPENT AND THE RANGES OF THESE AMOUNTS. THE RANGES OF EXPENDITURES INDICATE THAT IT IS POSSIBLE TO PLAN A VACATION ON CAPE COD WITH VASTLY DIFFERING BUDGETS.

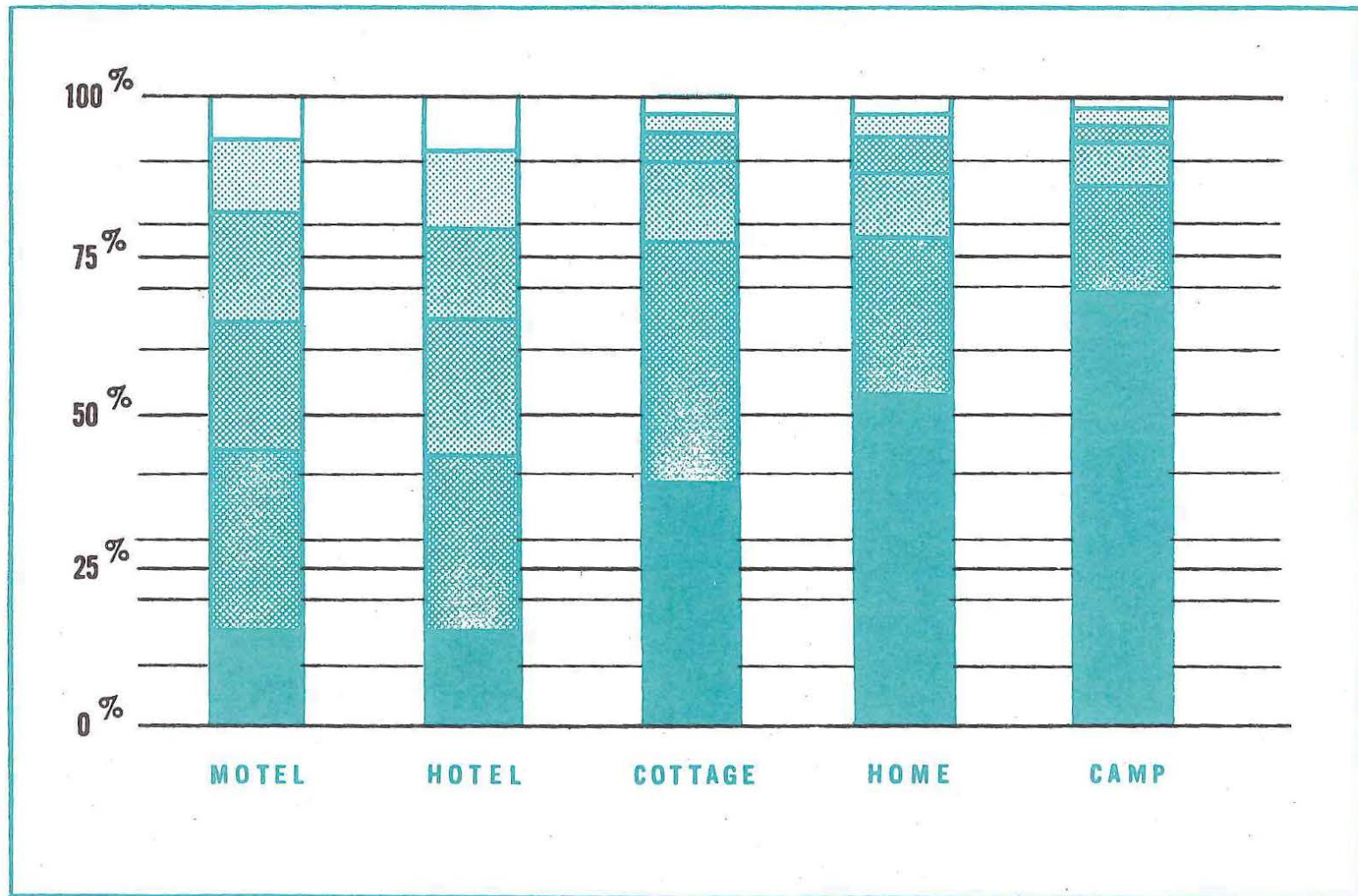
THE AVERAGE DAILY EXPENDITURE PER INDIVIDUAL FOR THOSE STAYING IN COTTAGES WAS \$8.61. HOWEVER, 38% OF THE INDIVIDUALS USING COTTAGES SPENT \$5.00 LESS WHILE 25% SPENT 11 OR MORE DOLLARS PER DAY.

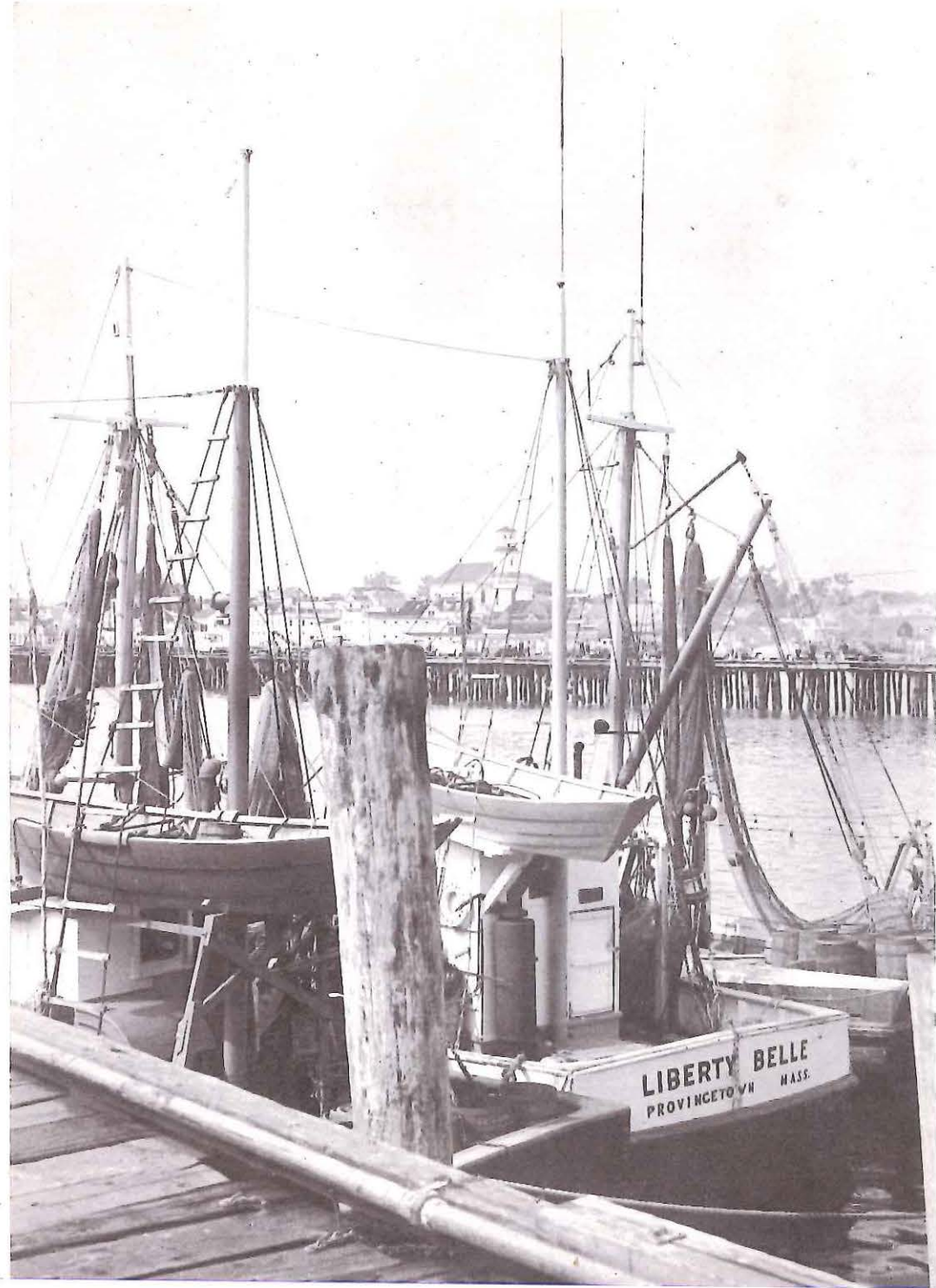
#### RANGES OF EXPENDITURES

	OVER	\$25
	\$21 TO	\$25
	\$16 TO	\$20
	\$11 TO	\$15
	\$6 TO	\$10
	LESS THAN	\$6



PER CENT OF VISITORS  
USING ACCOMMODATIONS





**TRAFFIC**

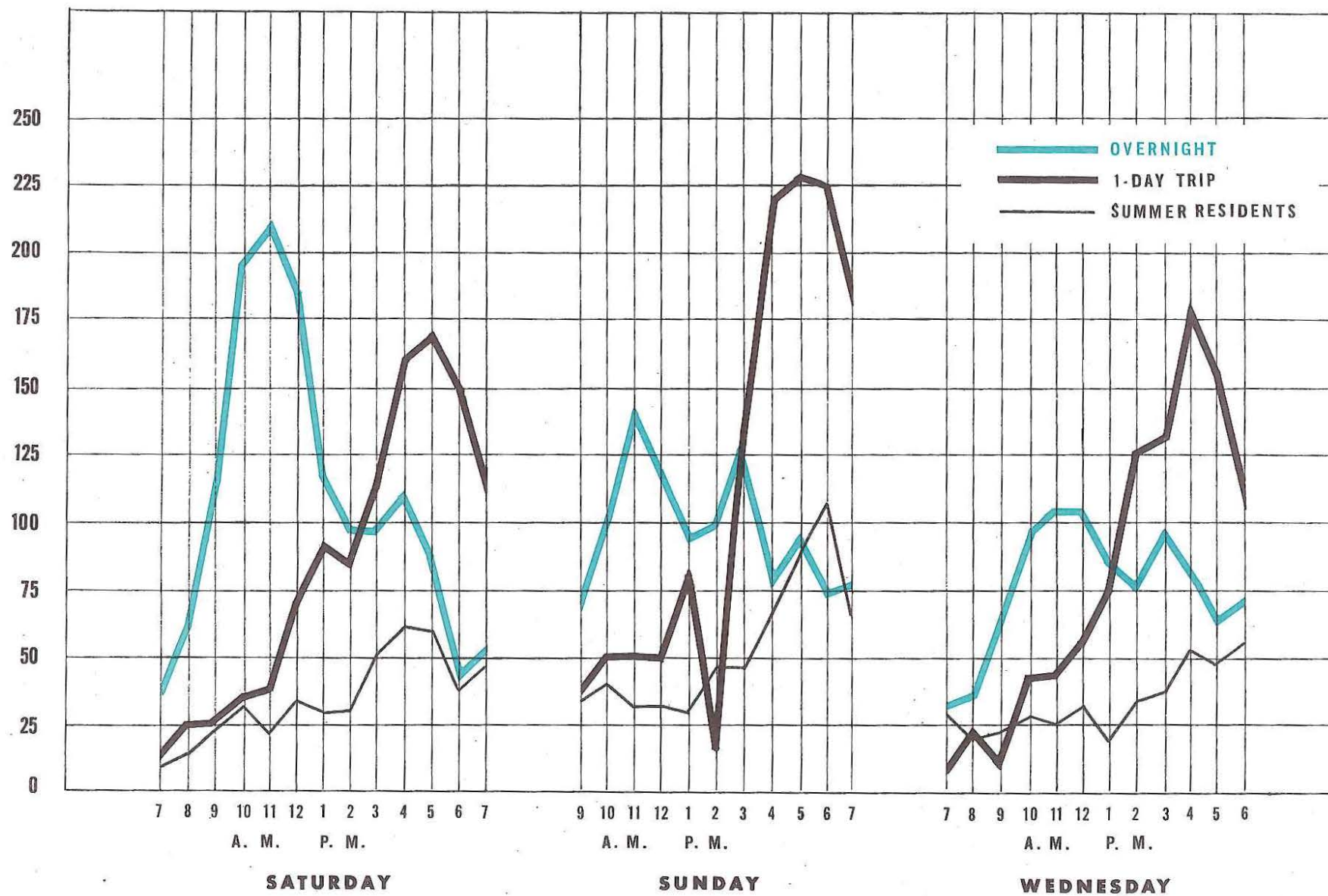


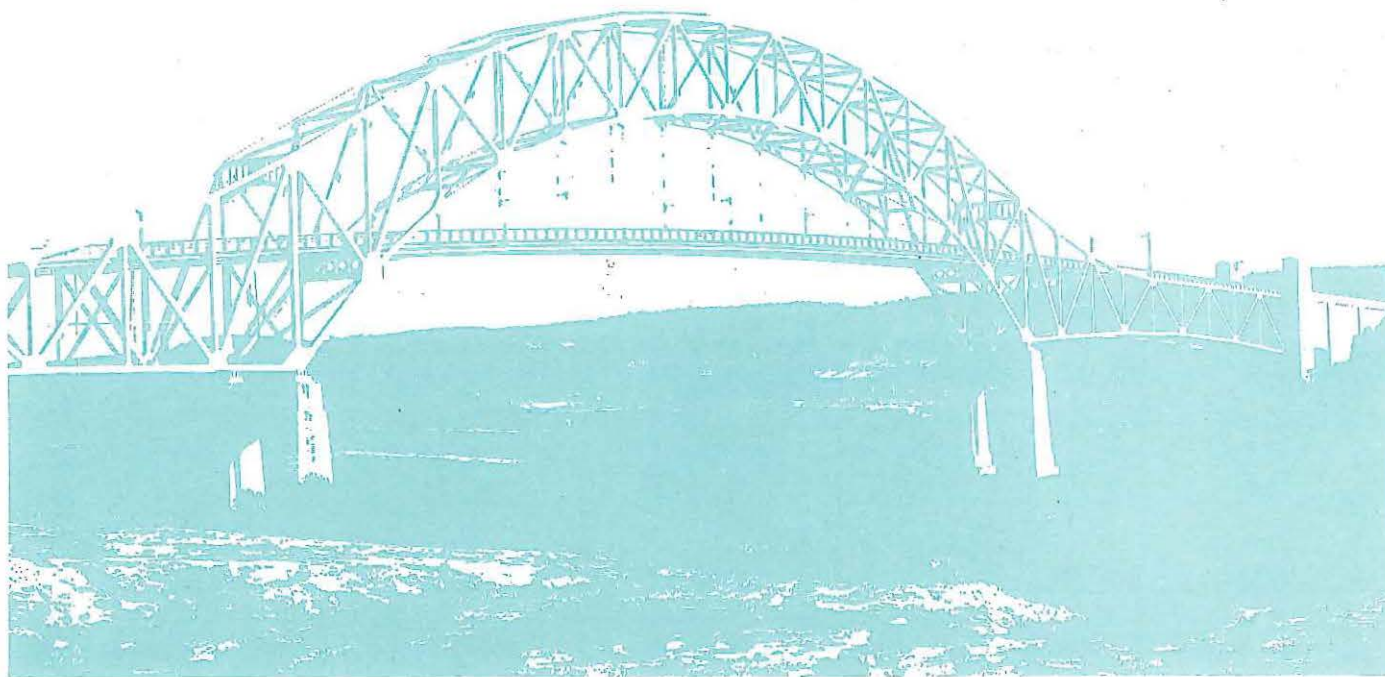
THE DIFFERENT NEEDS OF THE TOURISTS ARE REFLECTED IN THE PATTERNS OF TRAFFIC LEAVING THE CAPE.

THE OVERNIGHT TOURISTS LEAVE THE CAPE LARGELY ON SATURDAY MORNINGS. A SMALLER NUMBER LEAVE ON SUNDAY. THE "PEAKING" WHICH OCCURS DURING PERIODS OF THE DAY IS THE RESULT OF PLANNING HOME ARRIVAL FOR PRESET TIMES, I.E., NEW YORKERS GENERALLY LEAVE EARLIER THAN BOSTONIANS.

IN SEVERAL CASES THE USES MADE OF THE HIGHWAYS ARE COMPLEMENTARY. ON SATURDAYS, THE I-DAY TRIPPERS ARE ARRIVING WHILE THE OVERNIGHT TOURISTS ARE LEAVING. ON SUNDAYS, THE I-DAY TOURISTS AND THE COMMUTING SUMMER RESIDENTS ARE DEMANDING HIGHWAY SPACE AT THE SAME TIME.

# VEHICLES







COMPARISON OF OVERNIGHT TOURIST  
CHARACTERISTICS BY FACILITIES USED

# APPENDIX

	<u>% OF TOTAL EXPENDITURES</u>	<u>% OF PERSONS</u>	<u>% OF PARTIES</u>
MOTEL	36.9	25.1	27.2
HOTEL	6.8	4.8	5.2
COTTAGE	36.1	39.8	36.7
HOME	14.8	21.4	22.9
CAMP	5.4	8.9	8.0

DISTRIBUTION OF MOTORISTS AMONG INTERVIEW STATIONS  
BY RESIDENTIAL STATUS

	STATIONS			TOTAL STATIONS
	ROUTE 6A	ROUTE 6	ROUTE 28	
PERMANENT RESIDENTS	1.92	4.51	3.29	9.71
SUMMER RESIDENTS	2.32	7.18	7.29	16.79
TOURISTS	11.12	38.95	18.84	68.90
AIRMEN	.18	.26	4.14	4.58
TOTAL STATIONS	15.53	50.91	33.56	100.00

# NUMBER OF VISITORS PER MILLION POPULATION

ZONE	I-DAY TOURISTS				OVERNIGHT TOURISTS				SUMMER RESIDENTS			
	URBAN	NON URBAN	TOTAL	CUMUL. %	URBAN	NON URBAN	TOTAL	CUMUL. %	URBAN	NON URBAN	TOTAL	CUMUL. %
1		5,239	5,239	46.65		3,482	3,482	14.65		3,259	3,259	36.72
2	1,291	601	1,093	79.03	2,384	984	1,982	36.68	1,276	309	998	79.93
3	176	150	168	87.08	1,680	481	1,321	44.33	313	79	242	83.77
4	81	98	89	82.83	1,163	536	817	52.28	93	155	123	86.82
5	29	25	29	85.99	335	265	330	69.44	37	21	36	91.76
6	22	23	23	86.92	322	157	165	72.65	7	17	19	92.75
7	16		16	87.37	126		126	74.32	15		15	93.28
8	31	27	28	88.31	75	115	103	76.41	35	10	18	94.10
9	29	18	25	88.44	102	11	72	77.55	22	10	18	94.65
10	45		46	89.03	235		235	79.00	21		21	94.99
11		13	13	89.29		45	45	79.40		4	4	95.07
12	25		26	89.61	58		58	79.74	10		10	95.27

NO. OF VEHICLES  
FROM URBAN REGIONS  
BY TOURIST TYPES

	SUMMER RESIDENTS	OVERNIGHT TOURISTS	DAY-TRIP
BOSTON	3,166	5,019	2,587
PROVIDENCE	346	804	986
WORCESTER	545	1,758	533
NEW HAVEN	122	1,524	106
HARTFORD	177	1,184	101
SPRINGFIELD	183	698	96
NEW YORK	286	2,731	233
NEWARK	163	1,325	125
ALBANY	44	436	34
TRENTON	20	87	6
PHILADELPHIA	54	406	42
CAMDEN	2	57	18
SYRACUSE	3	84	18
BUFFALO	36	401	78
PITTSBURGH	16	96	42
WASHINGTON	40	108	26

TYPE OF VEHICLE

	OVERNIGHT TOURISTS %	I-DAY TOURISTS %
SEDAN	73.8	86.9
SEDAN WITH TRAILER	1.2	.5
STATION WAGON	14.5	12.4
STATION WAGON WITH TRAILER	.5	.2



# NO. OF PERSONS PER VEHICLE

PERSONS PER VEHICLE	SUMMER RESIDENTS	OVERNIGHT TOURISTS	1-DAY TOURIST
1	27.2	10.2	7.3
2	37.0	40.2	35.7
3	16.4	16.8	18.6
4	10.5	20.2	20.4
5	4.9	7.9	9.9
6	2.4	3.2	5.4
7	1.1	1.1	1.6
8	.3	.3	.6
9+	.2	.1	.5

# LENGTH OF STAY OVERNIGHT

NUMBER OF DAYS	MOTEL	HOTEL	COTTAGE	HOME	CAMP	TOTAL
1-3	4,145	835	2,365	3,497	985	11,826
4-10	2,422	393	3,900	1,347	746	8,405
11-17	460	90	2,639	547	250	3,987
18-24	14	7	321	64	43	451
25+	57	27	349	211	60	705
TOTAL	7,098	1,352	9,574	5,666	2,084	25,374